VOGUE





CHRISTMAS GIFTS

DECEMBER 8, 1930
PRICE 35 CENTS
PUBLISHED EVERY OTHER THURSDAY
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★

...and then we asked

ROSAMOND PINCHOT

[MRS. WILLIAM GASTON]

"The right colors in a bedroom are so important," she told us. "I've never seen more charming colors than you have used in the New Chatham Blankets"

FAIR, slender Rosamond Pinchot! And she is just as lovely as a young wife and mother as she was in THE MIRACLE.

Yes, we'd ask Rosamond Pinchot, whose flair for interior decorating has made her duplex penthouse one of the most charmingly colorful apartments in New York, what *she* thought of our new all-wool Chatham Blankets!

"I've never seen fresher, more charming colors," she said. "I simply must have these lovely pink blankets! They'll blend in so nicely with the rose *toile de jouy* in my guest room. And these mahogany ones. They'll give just the added touch of contrast that this room with the green Chinese paper needs."

Then: "Come with me. Into my room."

And such a lovely bedroom as it was! With its great antique four-poster, and its wide windows looking out over East River.

"Won't these old-blue ones be perfect for my room? And I want those yellow ones, too!

"Your blankets are of beautiful quality. So fluffy—and so light. That's because they're all-wool, of course. And who ever thought of having these nice brocaded patterns in satin bindings? They're exquisite."

The new Chatham line of all-wool blankets is made by one of the oldest and most highly esteemed blanket manufacturers in the United States. There are five grades, ranging from $6.00 to $18.00. And every blanket in this new Chatham line is *all-wool* and *pre-shrunk*.

All five grades come in ten fresh new colors, four of which have never before been used in blankets. The satin bindings are brocaded, of special design: the swallow pattern, which Rosamond Pinchot chose, the butterfly pattern, and the colonial pattern. The less expensive grades are bound in brocaded sateen.

But you must see the new Chatham Blankets. They are carried by leading stores everywhere. The Chatham Manufacturing Company, *New York Office*—57 Worth Street. *Mills:* Winston-Salem and Elkin, North Carolina.



Rosamond Pinchot is most enthusiastic about her new Chatham Blankets, which make the blanket closet in her charming New York apartment a symphony of lovely color



10 *lovely colors*
4 *Entirely New*
in Blankets







New, Exclusive Patterns
in Brocaded Satin Bindings

CHATHAM *Blankets*

TIFFANY & CO.

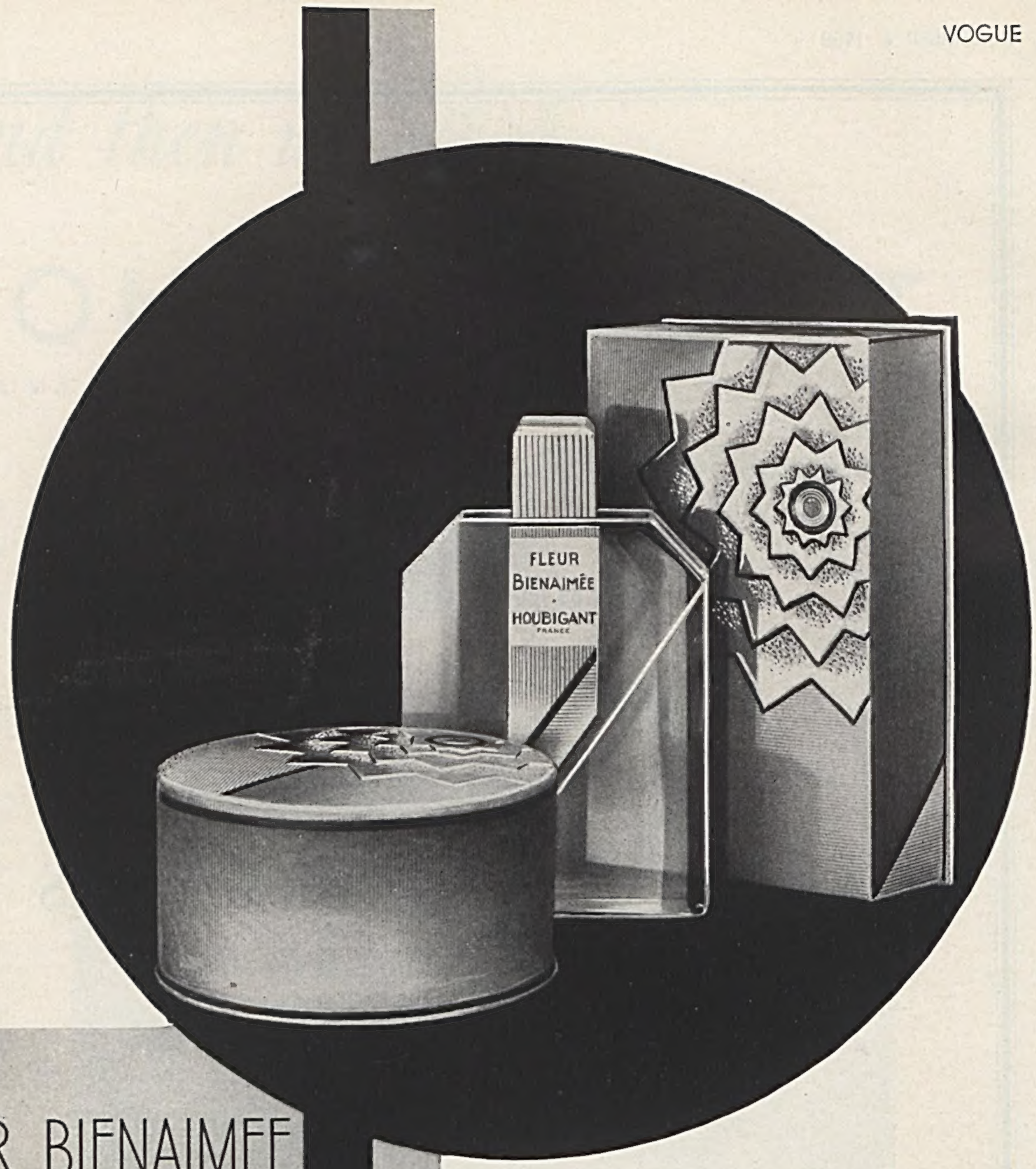
JEWELERS SILVERSMITHS STATIONERS

JEWELED BRACELETS

A Large Selection
Within a Wide Range of Price

MAIL INQUIRIES RECEIVE PROMPT ATTENTION

FIFTH AVENUE & 37TH STREET
NEW YORK



FLEUR BIENAIMEE

(Beloved Flower)

LE PLUS MODERNE
DES PARFUMS

HOUBIGANT

PARIS

PRESENTED AT
SIX, TEN AND
EIGHTEEN DOLLARS

PURSE SIZE FLACON
ONE DOLLAR

FACE POWDER
ONE DOLLAR

VOGUE
December 8, 1930

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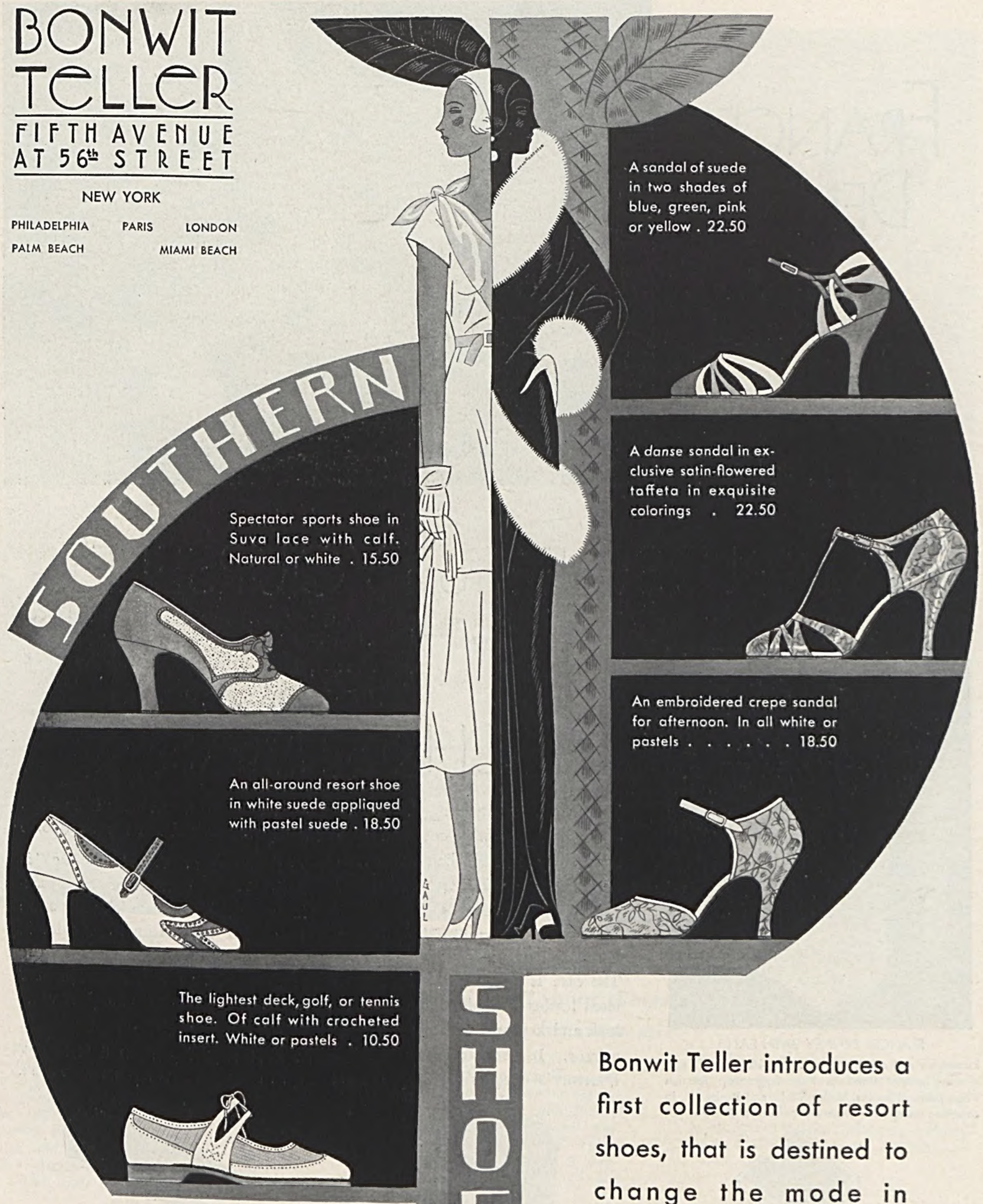
BONWIT TELLER

FIFTH AVENUE AT 56th STREET

NEW YORK

PHILADELPHIA PARIS LONDON

PALM BEACH MIAMI BEACH



Bonwit Teller introduces a first collection of resort shoes, that is destined to change the mode in Southern footwear.

SHOE SALON... Second Floor

FRANCES DENNEY

Gifts

.... also



to YOURSELF.. from YOURSELF..

for CHRISTMAS

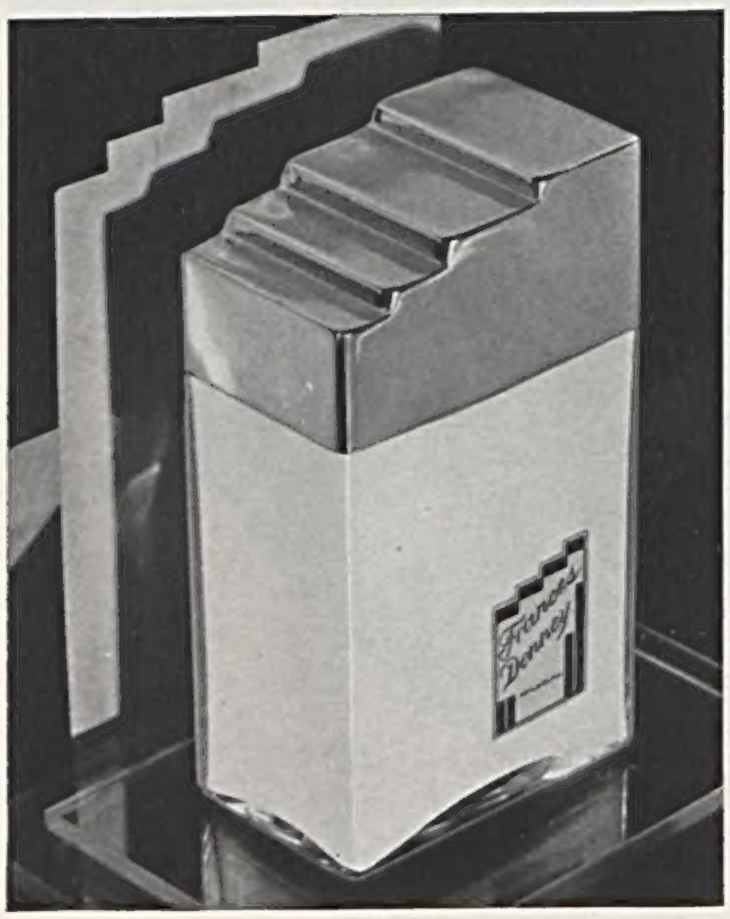
Whether you are selecting gifts to give —or to receive—what could be more lovely and acceptable than these exclusive suggestions of FRANCES DENNEY?

◂ ◂ ◂

"The Kiki Bag"—illustrated above—is truly a treasure chest of loveliness. The case is beautifully-grained simulated leather—in black or tan—with lock and key and a perfect reflecting mirror. It contains nine of MISS DENNEY'S exquisite Preparations —just the assortment for little trips. Every woman will adore it . . . $16.50

As the number of these "Kiki Bags" is limited—MISS DENNEY suggests placing your order at once with any store where her Preparations are sold. If you do not know the name of the store nearest to you, MISS DENNEY will be happy to tell you. Just write to her in Philadelphia.

DENNEY & DENNEY
PHILADELPHIA—NEW YORK



FRANCES DENNEY BATH SALTS

Luxurious and refreshing . . . fairy-like crystals that dissolve almost instantly. Four fragrances: Russian Pine, Jasmin Flowers, Valley Violet and Rosita . . . in colors to harmonize with the perfumes. $2.50 a jar.



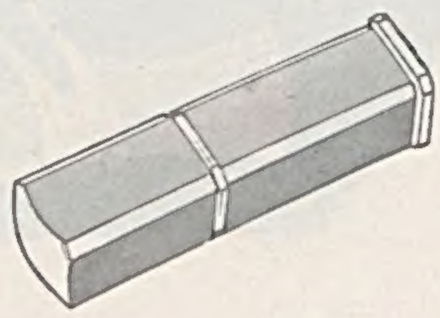
"SILVER STEPS TO LOVELINESS" COMPACTS

Jewel-like silver cases . . . dainty and lovely in design. Compact Rouge for $1.00; Double Compact for $2.00; Sifter Compact for $1.50; Creme Rouge Compact for $1.00 and Eye Shadow Compact for $1.00



FRANCES DENNEY DUSTING POWDER

A pure, exquisite powder that gives the final soothing, refreshing touch to the bath. Mingled with its inexpressible softness is a dainty, lovely fragrance. In a new, smart box of modern design. . . . $2.50



FRANCES DENNEY LIP STICK

A marvelous new lip pomade in a slender case of silver with green enamel. Indelible, invisible, soothing and protective. In three tints . . . Light, Medium and Dark . . . to harmonize with your complexion. $1.50



"Give Us Something To Wear" Say The Best Twins

and they are typical of all the smart young things you know!

PAJAMAS FROM BEST'S ARE THE IDEAL GIFT

SILK LOUNGING PAJAMAS are a luxury bound to delight her. The young lady perched on the bureau above shows you her favorite—a three-piece affair with cute little quilted jacket. The color schemes include brown and capucine, black and turquoise, monet blue and copen, American beauty and rose. Crêpe de Chine. Sizes 14 to 18.

19.75

EVERFAST BROADCLOTH ENSEMBLES include tuck-in pajamas with monogram motif on pocket, and tailored robes to match. They are exclusive with Best's, and the photograph above shows you what the twins think about them! Their pretty colors, yellow, pink, green, or blue, are guaranteed fast. Sizes 13 to 17.

PAJAMAS 3.95 ROBES 5.95

STRIPED TUB SILK adds a note of luxury to an otherwise conventional gift. But the girl who likes boyish sleeping garments will thoroughly approve these well-tailored pajamas with frog-fastened coat. White striped with rose, blue, or green. Sizes 13 to 17.

6.95

SUBURBAN STORES AT
GARDEN CITY, MAMARONECK,
EAST ORANGE

Best & Co.

FIFTH AVENUE

MAIL ORDERS FILLED.
A CHARGE ACCOUNT SIMPLIFIES LONG DISTANCE SHOPPING

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Fabrics fade, fashions change, but the beauty of the jeweled pieces chosen from Udall and Ballou is a continuing joy, a constant enhancement of feminine charm and loveliness.

Udall and Ballou

JEWELERS SINCE 1888

5th Avenue at 57th Street

NEWPORT — PARIS OFFICE, 48 *Rue Lafayette* — PALM BEACH

New York
404 Fifth Avenue
175 Broadway

Boston
145 Tremont Street

ESTABLISHED 1845
MARK CROSS
FACTORIES WALSALL WESTBURY ENGLAND

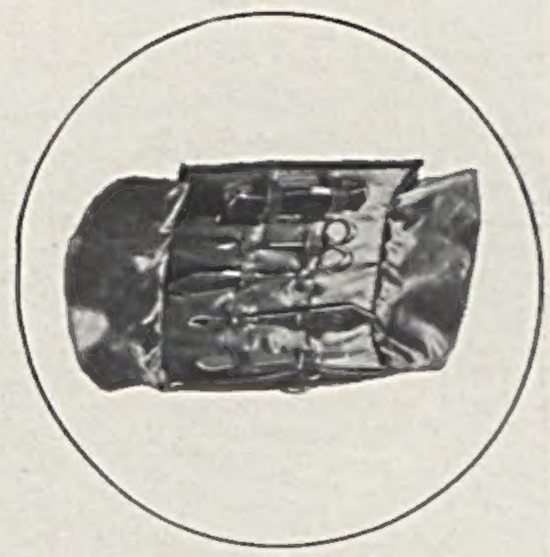
Mark Cross brings you rare gifts *from* many lands

Gifts from the luxury centers of the world are gathered here for your selection. And, even as quality, charm and correctness have always been intrinsic in gifts which bore the name *Mark Cross* so it is true this season, more than ever before.



A most compact utility case! Black or brown India goat. Rubber lined. Black or natural ebony and celluloid toilet articles. $7.50

Catalogue sent on request



To receive this lovely manicure roll would thrill any girl. Pin morocco, in colors. Colored simulated pearl fittings. $7



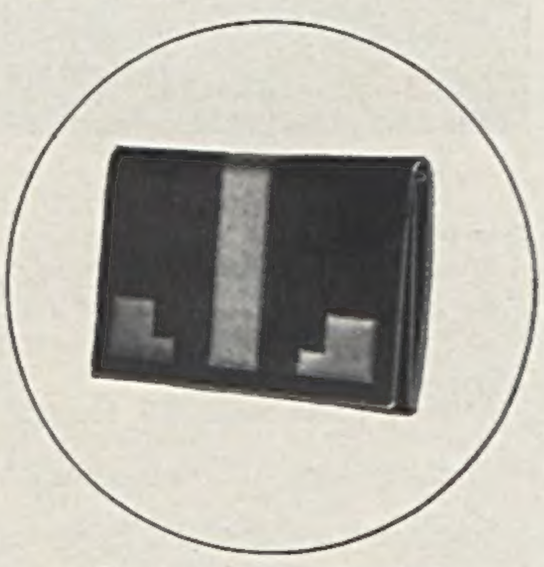
Photographs given in calfskin frames will be doubly prized. Brown, blue, green or tan. Gold tooled. Opening 7 x 9" $14.50



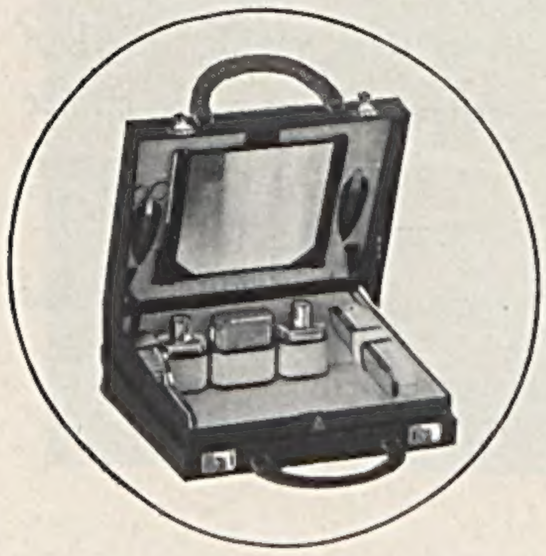
Roomy pockets in this smart handbag give ample space for passport and money. Pin seal, black or colors, or tan pigskin. 9" long. $27



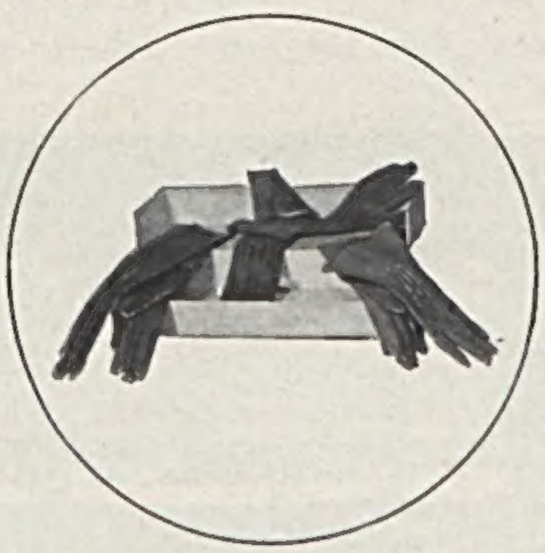
Bill fold of black pin seal (2 gold corners) suitable for evening $5. Black cobra seal or tan pigskin $5.50. Tan ostrich. $7



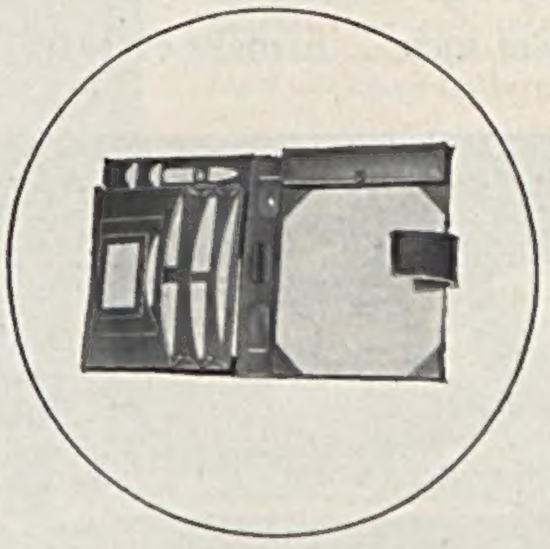
Envelope purse of velvety suede (brown or black), trimmed with calfskin leather. Fitted with purse and mirror. Handle on back. 9x5½" $12



Any woman would adore this motor case fitted with enamel and gilt toilet articles. Black, tan, blue or green pin morocco. 12 x 9½" $45



A box of Mark Cross gloves! 1 pair each slip-on pigskin, suede and kidskin. $12.90 For men, 1 pair each mocha, pigskin and capeskin. $12.75



Give *her* a smart crushed calfskin writing case—pastel shades. 11½ x 9" $23. Tan pigskin $20. Morocco, in colors. $19



This 18" bag with hookless clip fastening is both convenient and commodious. Russet, brown, or black boarded hide. $24



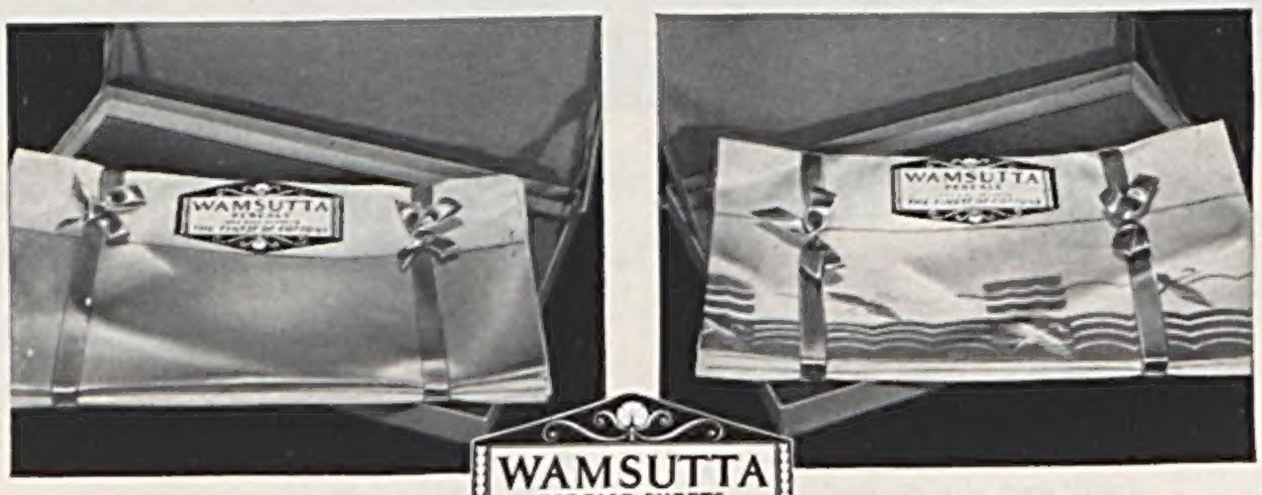
These boxed sets make gifts of real distinction

WAMSUTTA PERCALE sheets and pillow cases make just the kind of gift that people recognize as being unmistakably nice and thoughtful. They're so beautifully fine and smooth to the touch, and so lovely looking in their ribbon-hinged green and gold boxes. And they're such satisfactory things to fill the gaps in almost anyone's linen closet or to furnish a guest-room bed in smooth, luxurious comfort for years to come.

The special Christmas sets of Wamsutta Percale are made up with either two sheets and two pillow cases in a box or simply a pair of pillow cases. But you have your choice of seven pastel colors, ColorWoven borders, or hand embroidery to make every set different if you want to.

You'll find you can check off a surprising lot of names on your Christmas list with Wamsutta Percale sets, quite reasonably, from your point of view, and quite delightfully from theirs. For making a gift selection of Wamsutta Percale sheets and pillow cases, a wide variety of styles awaits your choice at your favorite department store.

WAMSUTTA MILLS, *Founded 1846*
New Bedford, Mass.
NEW YORK SALES OFFICE
40 Worth Street



WAMSUTTA
PERCALE SHEETS
AND PILLOW CASES
THE FINEST OF COTTONS

WAMSUTTA PERCALE SHEETS & PILLOW CASES

. . . to reveal, as words might not, your true regard and affection



IT REALLY doesn't matter how much you decide to spend. Friendship and affection will not be influenced by a price. But your gift, in its very nature, should be the symbol of your feeling . . . a fair translator of the thought you would express. And it will reflect, as well, your own good taste.

Of late, there has been an increasing tendency among cultivated people to give articles of fine leather for Christmas. There are many lovely things from which they choose . . . jewel cases, on whose soft velvet, rubies soon will smoulder . . . an exquisitely wrought book-cover . . smart bags, in delicate, tawny ostrich skin.

And most frequently, such people govern their selection by the presence of a tiny golden keystone R. That insignia, placed upon every piece of fine leather manufactured by C. F. Rumpp & Sons, Inc., of Philadelphia, is their assurance, and yours, that the gift is good.

With the coming of another month, this establishment will have entered upon its eighty-second year. Throughout that time, it has been the continuing endeavor of the founder, and of those in the same family who have followed him, to maintain and enhance a bright tradition. To what degree they have succeeded, a country-wide reputation will witness.

C. F. Rumpp & Sons, Inc., manufacture fine leather goods of every description, excepting luggage. They may be had at the better leather goods and department stores, at stationers, jewelers and haberdashers.





1 . . . a man's jewelry box, in ostrich. There are compartments for buttons, links, and other accessories, and space provided for stick pins and dress studs. The box may be had also in walnut calf, and in other black and brown leathers.

2 . . . a pipe and tobacco pouch, which is closed and opened with a Talon Hookless Fastener. In black and brown goatskin, pigskin, and ostrich. Patent applied for.

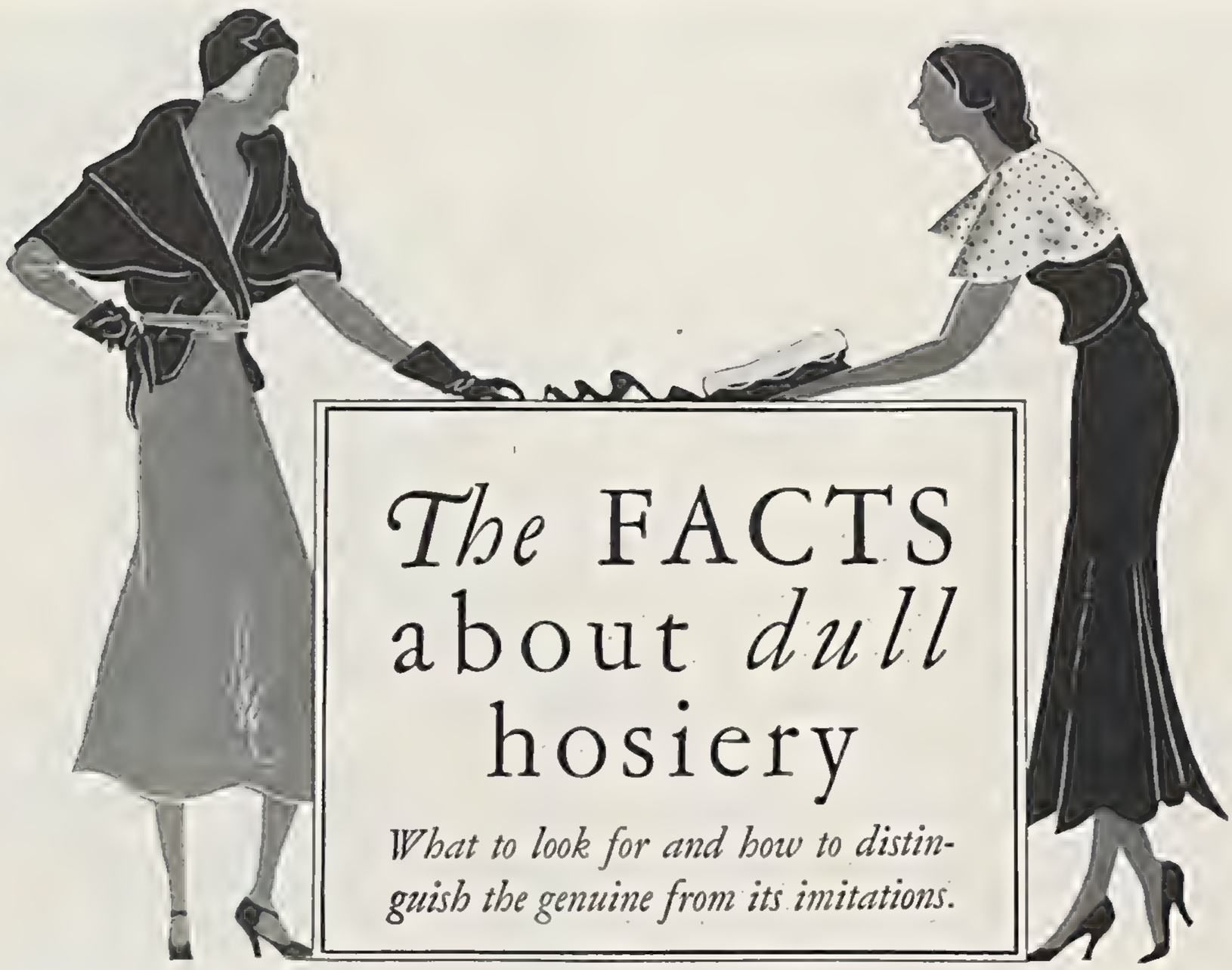
3 . . . an under-arm bag, in ostrich, lined with calfskin, and equipped with pocketbook and mirror.

4 . . . a toilet case, in pigskin, lined with scarlet leather and equipped to open with a Talon Hookless Fastener. Fittings of black or brown. The case may be had in a variety of other leathers.

C. F. RUMPP & SONS, INC.

By Invitation Member

PHILADELPHIA AND NEW YORK
ESTABLISHED 1850



The FACTS about *dull* hosiery

What to look for and how to distinguish the genuine from its imitations.

Every woman knows that the hosiery she buys today is far different from that which she wore a year ago. What was first an innovation has now become a permanent fashion. Stockings have definitely gone dull and dullness is apparently here to stay.

Few women, however, have learned as yet how to judge to their own best advantage between all of the various kinds of dull hosiery which are now offered for sale. The facts are these:

The New Hosiery Idea

The dull hosiery fashion has gained most of its recent popularity due to a basic idea which primarily had nothing to do with dullness. This idea, first of all, made stockings more sheer, longer wearing, better fitting and more resistant to snags and pickups.

However, the exquisitely new and rich dullness of this stocking, combined with its other basic advantages and resulting from its different construction, appealed at once to the world of fashion. It furnished a totally new and smart effect entirely missing in previous hosiery. In fact it definitely brought stockings into the fashion picture.

This new type of stocking is patented under Young Patent No. 1759561. It is called "Grenine."

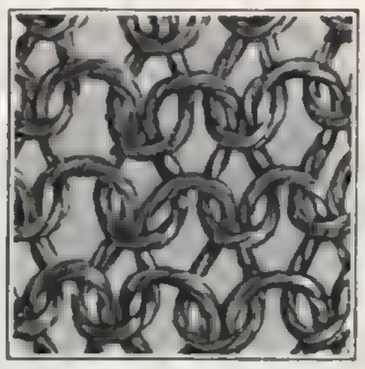
In ordinary, shiny hosiery, the threads are twisted only a few times per inch. The result (as shown in the magnified photograph) is a fuzzy thread, very susceptible to pickups, snags and resulting runs, as well as catching all light reflections and producing a shiny effect.

The Difference is in the Twist

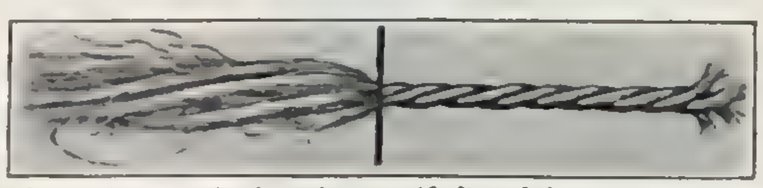
Due to the way they are twisted, the threads of a "Grenine" stocking are firmer, smoother, stronger and more elastic. "Grenine" is a sheerer stocking, yet at the same time a stocking of greater wear and far less subject to snags (see magnified photo below). In appearance it is practically invisible — just a silken shadow on the leg. Its dullness is rich, luxurious, natural — because genuine "Grenine" fabric takes the dye in an entirely different manner from all other kinds of hosiery. The nature of "Grenine" is such that the finished hosiery reveals the pure colors in their natural beauty and depth, without interference of light rays. It absorbs the light rather than reflects it.



Ordinary hosiery silk



Genuine "Grenine" fabric



Above photographs (greatly magnified) and diagram show real difference. Compare fuzzy, loosely twisted threads of ordinary hosiery silk at left with firm, smooth, slender "Grenine" threads at right.

GENUINE
"GRENINE"
PAT. NO. 1759561
LIC. NO. 00

This stamp distinguishes genuine "Grenine" manufactured under the Young patent No. 1759561 from all other hosiery. Look for it on the next hosiery you buy.

75 Mills Licensed to Produce It

Today more than 75 of the country's leading hosiery mills are licensed to manufacture genuine "Grenine" and it may be purchased at all good stores under various brand names.

As is always the case with any new development, imitators immediately sprang up. In their attempts to imitate the beautiful sheerness and rich, natural dullness of "Grenine" they have taken ordinary hosiery silk, twisted it a few more times and offered it under various names as a substitute for genuine "Grenine." The purpose of this advertisement is to warn women against these imitations which have none of "Grenine's" exclusive advantages and which cannot possibly give the same satisfaction either as to looks or wear.

Remember, when you go to buy your next silk hosiery, be sure you get a genuine "Grenine". For your protection, and to aid you in getting the genuine, the patent number is marked on every pair of stockings.

The Seven Exclusive Advantages of Genuine "Grenine"

1. More sheer — therefore more beautiful. 2. Intrinsically dull and has rich, natural colors. 3. Resists snags and pulled threads. 4. More elastic. 5. Better fitting; finer feel. 6. Doesn't become rain spotted like ordinary hosiery. 7. Actually wears longer.

Grenine

PUBLISHED BY OWNERS OF YOUNG PATENT NO. 1759561

THE SECRET OF "GRENINE" IS THE WAY IT'S TWISTED



Joan Crawford, Metro-Goldwyn-Mayer Star

Studio Photograph by Hurrell

● The spirit of gay and jaunty youth is reflected in every line of this Jeunesse model, a Shapiro creation. Made of clinging Crepe de Charm, a light weight wool fabric of the crepe family, the very clever fitted effect is due to the treatment of minute tucks around the waist line. A smart patent leather belt, with lapel flower and buttons to match, adds a debonair touch to the ensemble. Priced at $39.50

Jeunesse

FOR YOUNG WOMEN OF ALL AGES ●

This JEUNESSE model in many attractive colors may be seen at the following shops:

Akron, Ohio, THE M. O'NEIL COMPANY
Albany, Georgia, ROSENBERG BROS.
Albuquerque, New Mex., LEWINSON'S
Anderson, Indiana, THE FAIR STORE
Athens, Georgia, MICHAEL BROS.
Asheville, No. Carolina, MARSHALL'S
Bakersfield, Cal., MALCOLM BROCK CO.
Bellingham, Washington, MONTAGUE McHUGH
Birmingham, Alabama, HERMAN SAKS & SONS
Carmel, California, THE STUDIOS GOWN SHOP
Casper, Wyoming, THE STUART SHOP
Chicago, Illinois, MANDEL BROTHERS
Chickasha, Okla., THE PEOPLE'S STORE
Clarksburg, West Virginia WATTS-SARTOR-LEAR CO.
Cleveland, Ohio, WILLIAM TAYLOR & COMPANY
Columbia, S. C., HALTIWANGER'S
Columbus, Ohio, ROBERT'S
Dallas, Tex., TITCHE-GOETTINGER CO.
Denver, Colo., THE MAY COMPANY
Detroit, Mich., THE J. L. HUDSON CO.
Duluth, Minnesota, THE DULUTH GLASS BLOCK STORE CO.
Erie, Penn., THE ROSENTHAL CO.
Frankfort, Ky., W. S. FARMER & SON
Grand Forks, North Dakota, McSHANE'S
Grand Rapids, Michigan, PAUL STEKETEE & SONS
Greenwood, Mississippi, W. T. FOUNTAIN'S, Inc.
Great Falls, Montana, THE ECONOMY SHOP
Houston, Texas, FOLEY BROS. DRY GOODS CO.
Indianapolis, Ind., L. S. AYRES & CO.
Jacksonville, Florida, LEVY'S
Kansas City, Missouri, HARZFELD'S
Little Rock, Ark., M. M. COHN CO.
Long Beach, Calif., JOSLIN'S
Los Angeles, California, BULLOCK'S
Lowell, Massachusetts, BON MARCHE DRY GOODS CO.
Miami, Florida, BURDINE'S
Milwaukee, Wisconsin, BRAUN'S SHOP
Minneapolis, Minn., THE DAYTON CO.
Nashville, Tennessee, THE CASTNER-KNOTT DRY GOODS CO.
New York, N. Y., RUSSEK'S FIFTH AVENUE
Oakland, Calif., H. C. CAPWELL CO.
Paducah, Ky., IRVIN COBB SHOPPE
Palestine, Texas, HODGES DRY GOODS CO.
Pasadena, California, HOWARTER SPORT APPAREL
Philadelphia, Penn., GIMBEL BROS.
Phoenix, Ariz., SWITZER'S
Pittsburgh, Penn., JOSEPH HORNE CO.
Portland, Ore., MEIER & FRANK CO.
Providence, R. I., GLADDING'S, Inc.
Provo, Utah, TAYLOR BROS. CO.
Riverside, Calif., JANE PAYNE SHOP
Rochester, N. Y., B. FORMAN CO.
Sacramento, Calif., THE BON MARCHE
Santa Barbara, Calif., SWITZER'S
St. Louis, Mo., STIX, BAER & FULLER CO.
St. Paul, Minnesota, THE EMPORIUM
St. Petersburg, Florida, THE WILLSON-CHASE CO.
San Antonio, Texas, BLUM's, Inc.
San Diego, Cal., THE MARSTON CO.
Seattle, Washington, THE JACQUELINE SHOP
South Bend, Indiana, THE ELLSWORTH STORE
Stockton, Calif., THE WONDER, Inc.
Tucson, Arizona, STEINFELD'S
Tulsa, Okla., BROWN-DUNKIN CO.
Ventura, Calif., GRACE M. SCOTT
Washington, D. C., WOODWARD & LOTHROP
Whittier, Calif., THE EMPORIUM
Yakima, Wash., DITTER BROS., Inc.

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Add to your

At lower prices





This beautiful tea set matches the modern Lady Diana—one of the most popular Sterling patterns ever designed. The five pieces are $425. The waiter is $350. The coffee pot, sugar bowl and cream pitcher are $260.



Note the beautiful hand chasing on the pieces above. They are in the same pattern as the flat silver at the right, the very new Chased Diana. Candlesticks, $100 the pair. Fruit Salad dish (13-inch), $75. Coffee pot, sugar bowl and cream pitcher, $355.



The new Chased Diana pattern

Enriched by a delicate chased garland, the famous Lady Diana becomes the *Chased Diana*.

If you are planning to begin a set of Sterling this Christmas, perhaps here you will find just that modern pattern for which you have been looking.

Most women are glad to know that sterling dishes in pleasing variety are made in the same pattern as the flat silver—to complete the perfect table ensemble.

Seville soup spoons, 6 for $19.

Lady Constance cream soup spoons, 6 for $16.50.

Virginia Carvel bouillon spoons, 6 for $11.50.

D'Orleans coffee spoons, 6 for $9.

Colonial orange spoons, 6 for $17.

Lady Diana dessert spoons, 6 for $16.



Lovely pieces to complete your Lady Diana Sterling service. Water pitcher, $135. Sandwich plate, $30. Service plates, $300 the half dozen. Bon-bon dish, $12.50. Centerpiece, with mesh for flowers, $125.

sterling set

this Christmas



If you have chosen the Towle Louis XIV pattern you will want to match it with this lovely tea set. The five pieces may be bought for $400. The waiter is $340. The coffee pot, sugar bowl and cream pitcher are $250.



In the famous Louis XIV pattern—Salad bowl, 8-inch size $18.50, 10-inch size $35. Footed compote, $27.50 or, in smaller size, $20. Sugar and cream set, $25.

The Louis XIV pattern





Sterling is inexpensive. Prices are lower than in years—from $2 up. It is useful every day. It is genuine Solid Silver—the ideal gift this Christmas.

Louis XIV dinner forks, 6 for $22.
Virginia Carvel dessert forks, 6 for $16.
Lady Mary oyster forks, 6 for $9.50.
La Fayette ice cream forks, 6 for $13.50.
Paul Revere fish forks, 6 for $29.
Mary Chilton salad forks, 6 for $15.

TŌWLE

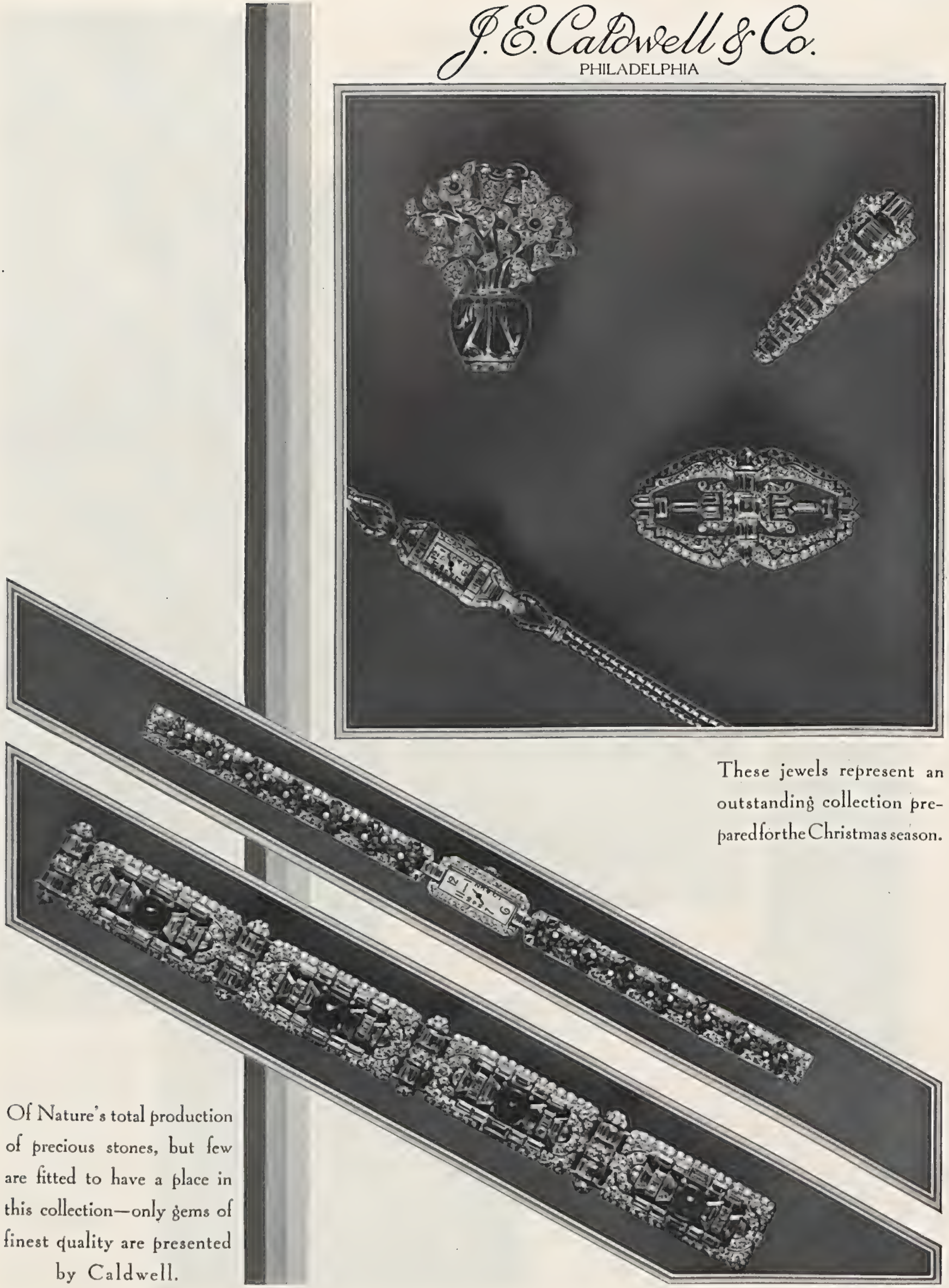
Sterling Silver Exclusively

Member Sterling Silversmiths' Guild of America

More Louis XIV sterling pieces to match your Louis XIV flat silver! Sandwich plates, $20 and $25. Heavy service plates, $250 the half dozen. After-dinner coffee set, three pieces, $200.

J. E. Caldwell & Co.

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These jewels represent an outstanding collection prepared for the Christmas season.

Of Nature's total production of precious stones, but few are fitted to have a place in this collection—only gems of finest quality are presented by Caldwell.

IDEAL CHRISTMAS GIFT

ULTRA · SHEER HOSIERY

SEALED IN INDIVIDUAL ROSE-SUEDE BOXES



PHANTOM STOCKINGS

TWO THREAD

STYLE 52

● Woman's Newest Idea—Phantom Hosiery—Dares to be Sheerer than Sheer—literally a Silken Wraith—subtly feminine in the most provocative mode. Clear... Flawless... A superb Achievement for Windsor... for in spite of its delicate nothingness Ultra-Sheer will wear you surprisingly well. The Loquet feature Safeguards its Fragility.

● Each Pair carefully folded in a small Rose-Suede Box—sealed with Cellophane ... untouched-by-hand. There's a shade for Every Evening Costume and for Formal Late Afternoons. At really Smart Shops and Stores Everywhere. Windsor Mills, Inc., 389 Fifth Avenue, New York City. Mills at Philadelphia.

The **LOQUET** *Protects the Fabric*
Reg. U. S. Pat. Off.

● LOQUET—Lock at Hem and Seam—an Inconspicuous Reinforcement that prevents breaks and runs by distributing stress and strain up and down the seam and around the hem. An Exclusive Windsor Feature that makes it possible to have stockings so sheer.

Windsor
SUPRE · TWIST
FINE HOSIERY

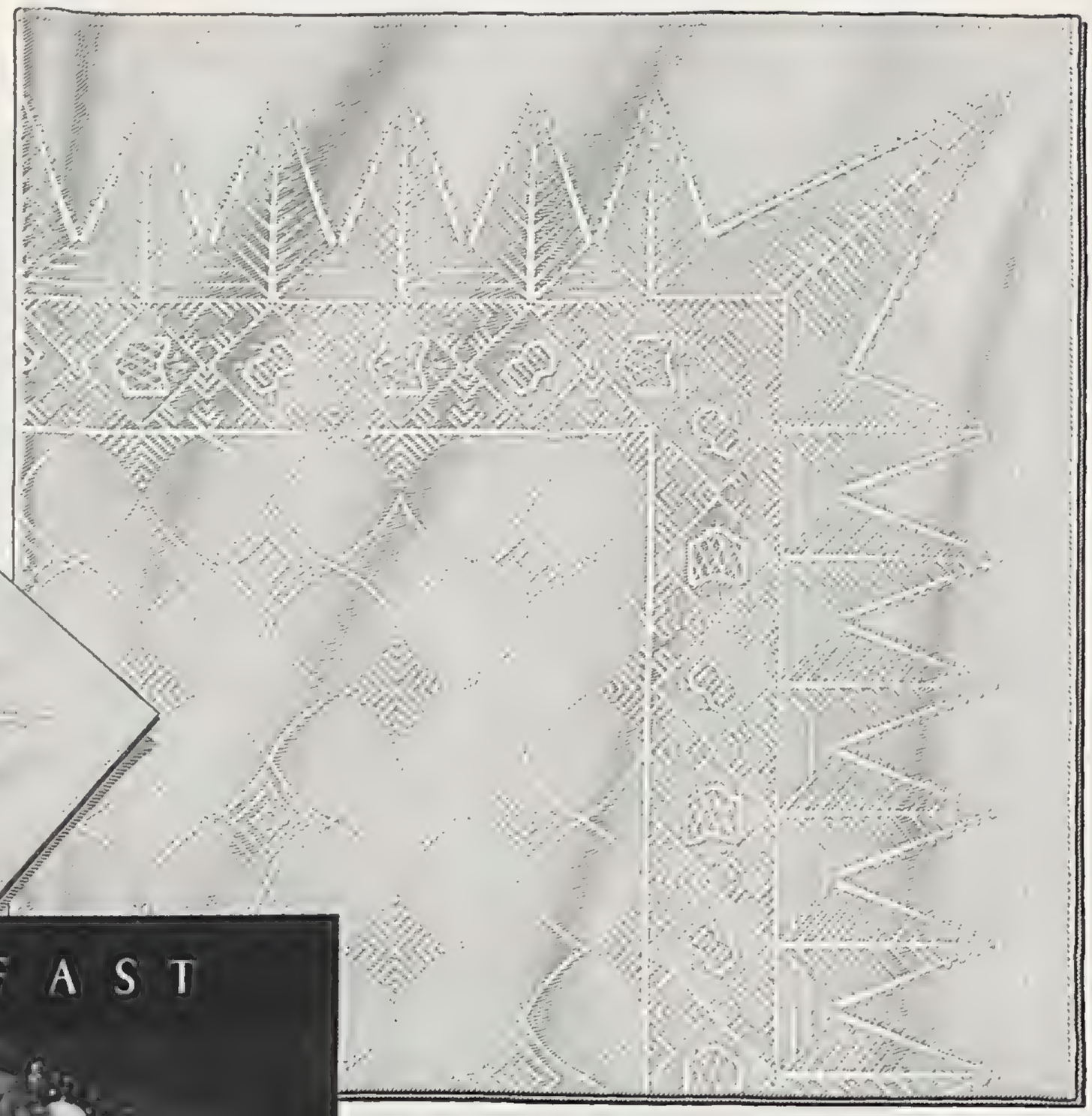


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Linen Damask is GAY at Breakfast

TRELLIS

The familiar interlacements of trellis-work become as strange and wonderful as snow crystals on this handsome modern breakfast cloth. Modern it certainly is and yet to a breakfast table, it lends a sunny quality of rich charm that is very old





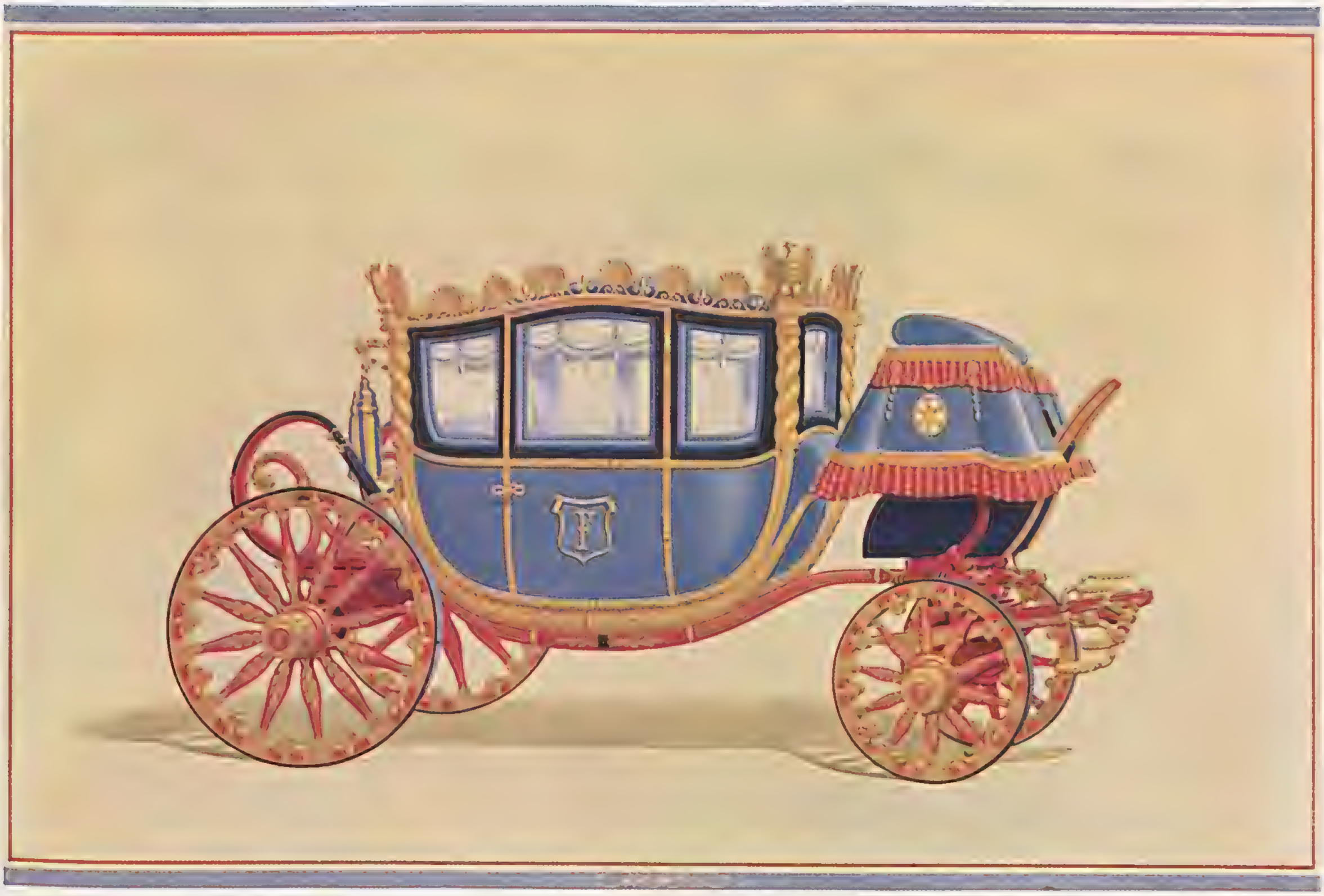
GLASSWARE BY FOSTORIA SILVERWARE BY COMMUNITY PLATE

Many lovely designs in Linen Damask for all occasions are pictured in a new booklet—*"New Beauty in Linen Damask Tablecloths."* Send ten cents to cover mailing, addressing Dept. K-12 The Irish and Scottish Linen Damask Guild, Inc., 260 West Broadway, New York.

LINEN DAMASK on the breakfast table salutes the spirit of the hour which celebrates our reunion with the world. In the morning sunshine, hospitality is as cheerful as the aroma of coffee...as artless as the golden brown harmonies of muffins and marmalade. Among the superb patterns of Linen Damask made on Irish and Scottish looms, there are many especially designed to be used on the table when the day is young and hearts are light.

LOVELY LINEN
DAMASK TABLECLOTHS & NAPKINS
impressively correct

SEE THE NEW IRISH AND SCOTTISH WEAVES AT LEADING STORES



PORTRAYED above is the miniature model Napoleonic coach which boys in the United States are to build as members of the Fisher Body Craftsman's Guild.

Its design is a composite of the two famous coaches used by Napoleon. One, used at his coronation, is now in the Museum at Versailles, France. The other, in which he rode with his second bride, Marie Louise of Austria, now reposes in a royal museum at Vienna.

To perpetuate the practices and principles of craftsmanship is the purpose of the Fisher Body Craftsman's Guild which is sponsored by the builders of Bodies by Fisher. And to encourage the boys to build this miniature coach, the Fisher Body Craftsman's Guild offers every boy between 12 and 19 years, inclusive, unusual opportunities —four complete university scholarships of four years each, industrial recognition and numerous other awards.

For it is the sincere desire of the builders of Bodies by Fisher that tomorrow shall see this country peopled by men to whom honor can be given for their ability to design well and to build soundly whatever their generation may require.

Any boy in the United States between the ages of 12 and 19, inclusive, may enroll in the Fisher Body Craftsman's Guild at the showroom of any General Motors car dealer. Membership is free. There are no fees or dues of any kind. If there is a boy in your family or community who is eligible for membership, urge him to enroll today.

CADILLAC · LASALLE · BUICK · VIKING · OAKLAND · OLDSMOBILE · PONTIAC · CHEVROLET

FISHER BODY CORPORATION · DETROIT, MICHIGAN

Division of General Motors

FISHER

The companion accessories of Kenwood all wool Blankets provide practical solutions to the gift problem. The Siesta Throw shown, the Kenwood Slumber Throw, Blankets in Gift Ensembles, Kenwood Bath Robes for Men, Women and Children and Kenwood Baby Blankets—among these there is the ideal gift for every member of the family.

KENWOOD WOOL PRODUCTS



Blankets that brighten the whole atmosphere of the bedroom

IN Kenwoods, you can now select not only the most pleasing decorative colorings but modern patterns and two-color effects that add a distinctive note to the setting. As advanced as are these all wool blankets in style, they are even more advanced in the comfort and serviceability they afford. They are the one practical gift certain to be looked upon with pride for years.

Of all new wool, their soft, fleecy texture proves a revelation in refreshing rest—an entirely new conception of warmth and comfort without burdensome weight.

The new Kenwood creations are now at your favorite store where you can see, feel and more fully appreciate these ten distinctive Kenwood advantages:

1. Greater warmth in proportion to weight. 2. 100% new wool of selected long fibre. 3. Nap that does not wash away. 4. True color harmonies. 5. Pre-shrinkage to retain shape and size when washed. 6. Lustrous satin ribbon ends. 7. A pattern, color and size for every need. 8. Long-wearing serviceability. 9. FULL, unstinted standard sizes. 10. All colors from most permanent dyes obtainable.

KENWOOD MILLS, Albany, N. Y.
KENWOOD MILLS LTD., Arnprior, Ontario, Canada

Kindly send Colorful Comfort, your 1930 book on modern bedroom color harmonies and catalog of new Kenwood All Wool Comfort creations.

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Look for the "CERTIFIED" stamp when you are considering the purchase of any fine platinum diamond jewelry. It is the hall-mark that identifies jewelry of the finest quality.

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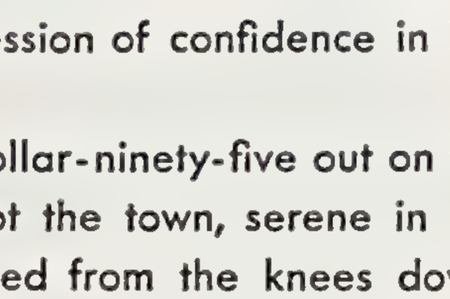
A BOX of LUXURY...A BILL of ECONOMY

Somebody had to make the world safe for Santa Claus this Christmas—so Rograin did.

A box of Rograin Stockings, bought over the counter, is a Modest Gift—let the donor look at the bill. But the same box, tied with ribbon and hollied on top, presents the recipient with a magnificent expression of confidence in her conquering charms.

Rograin Day is the stocking that takes a mere dollar-ninety-five out on the Avenue and makes it look like twins. You can trot the town, serene in the consciousness that nobody thinks you've economized from the knees down. You can take off your silken bits of gossamer at night and know they're made of sterner stuff than the public supposes. Their sheerness is an illusion of weave, not a real fragility that lets you down at inconvenient moments. And their dullness won't come off in the wash.

Rograin Night is the stocking that takes another dollar-ninety-five out on the dance floor, where even the brightest lights won't make anybody suspect you didn't pay at least that for each half of the pair. Such delicacy of color, such feats of slenderizing at the ankles, such party transparency for so prosaic a price!



For yourself, a hint in time saves nine—of the kind he may choose if he isn't warned that you wear none but Rograin.

ROGRAIN AT ALL SMART SHOPS $1.95

Reg. U. S. Pat. Off., Pat. Pending

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THE

CLASSIC

EVENING

SLIPPER

Of her gown and the woman we sing who first, with a discerning eye for the pure line of traditional beauty, linked our age with that of lovely Helen's and brought to present modes classic simplicity. For the classic revival Walk-Over has designed this slipper; low-cut to achieve the interest of a slender instep under long skirts; exquisite of line in harmony with the feeling for simple refinement; perfectly poised on a modern heel to allow the essential grace of movement. In black or white crêpe edged with gold and silver mouldings. $16.50. Write for our booklet of ensemble footwear, hosiery and bags.





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For nearly forty years (good years and bad years), Vogue has been in close touch with every phase of fashion—the highest points of chic, the smartest means to economy, the philosophy behind the art of dressing well—everything and anything that was or is a part of the mode.

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Vogue tells its readers how to assemble compact and wearable wardrobes, with no costly mistakes.

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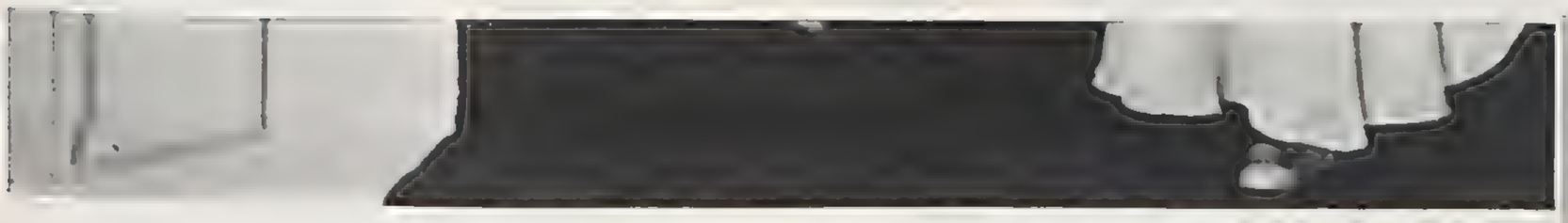
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You'll find special comfort

in the lasting softness of this sanitary protection



And you will be glad to know about the new curved-to-fit Kotex belt.

DURING busy hours at work; during crowded hours of play . . . women must feel safe. They must be sure of their sanitary protection. And Kotex gives just that needed sense of security.

It is soft not only at first but later, when ordinary protection is so apt to grow stiff and uncomfortable. It is rounded and gently tapered, to make the pad fit better. And though this improvement was introduced primarily for comfort, it offered a second advantage: Kotex is inconspicuous, even under snug, smooth-fitting gowns.

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The absorbent used in Kotex is Cellucotton (not cotton) absorbent wadding. It takes up five times as much moisture as an equal weight of cotton. The moisture is distributed, so that it does not concentrate all in one place. This, of course, means that Kotex protection is daintier as well as more effective.

Many hospitals find it an improvement over the finest surgical cotton. So will you, once you try it. No one thing has contributed more to women's comfort than this modern sanitary pad. Buy a box of Kotex today.

And — just a word, though it deserves more, about the remarkable new Kotex belt. Here is a sanitary belt actually *woven to fit* . . . the elastic itself is curved so that there are no wrinkles, no uncomfortable, awkward bulges. It is firm, yet light—made by a special patented process. You'll be amazed and delighted to find a belt—at last—that fits with perfect comfort.

Kotex Company, Chicago, Illinois.

IN HOSPITALS

1 85% of our leading hospitals use the very same absorbent of which Kotex is made.

2 *Kotex is soft* . . . Not a deceptive softness, that soon packs into chafing hardness. But a delicate, fleecy softness that lasts for hours.

3 *Safe, secure* . . . keeps your mind at ease.

4 *Deodorizes* . . . safely, thoroughly, by a special process.

5 *Disposable,* instantly, completely.

Regular Kotex—45c for 12
Kotex Super-Size—65c for 12

The NEW KOTEX BELT

woven to fit of curvilinear elastic. Is firm, yet light. Will not curl.
(U. S. Patent No. 1,770,741)

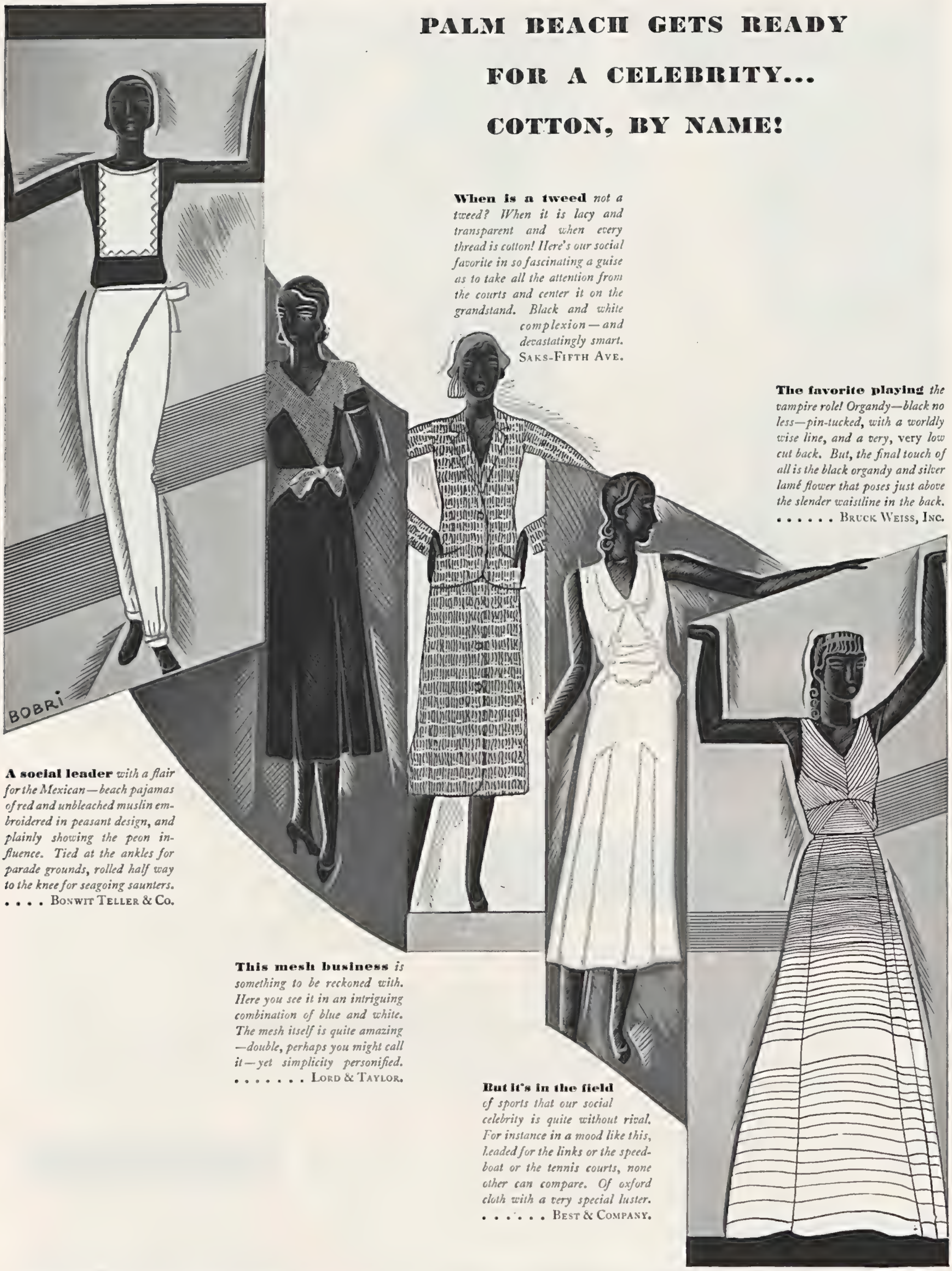
KOTEX

The New Sanitary Pad which deodorizes

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When is a tweed *not a tweed? When it is lacy and transparent and when every thread is cotton! Here's our social favorite in so fascinating a guise as to take all the attention from the courts and center it on the grandstand. Black and white complexion — and devastatingly smart.*
SAKS-FIFTH AVE.

The favorite playing *the vampire role! Organdy—black no less—pin-tucked, with a worldly wise line, and a very,* very *low cut back. But, the final touch of all is the black organdy and silver lamé flower that poses just above the slender waistline in the back.*
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Longines Watches

A. Wittnauer Company

Cases by Wadsworth



Shown on this page is a representative group of watches with movements by Longines and cases by Wadsworth.

Wadsworth Cases are sold to the makers and importers of good watches only. Therefore, one way to be sure of getting a good watch is to ask your jeweler to show you the name Wadsworth in the case.

THE WADSWORTH WATCH CASE COMPANY
Dayton, Ky., Opposite Cincinnati, Ohio
Case makers for the leading
watch movements

Wadsworth

WORKERS IN PRECIOUS METALS



Entirely hand made in Paris
on American lasts.

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ISPAHAN



ROMA

While ROMA has beguiling cross-straps in the Directoire manner. In black patent kid with gold; gold kid with old French brocade of green; Patent kid and white brocade (tinted to match the costume).

Seeking Husbands and Gift Searchers . . . Note Well.

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MISS ILKA CHASE

Photo by Mitchell

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TWO HUNDRED · FIFTH AVE.

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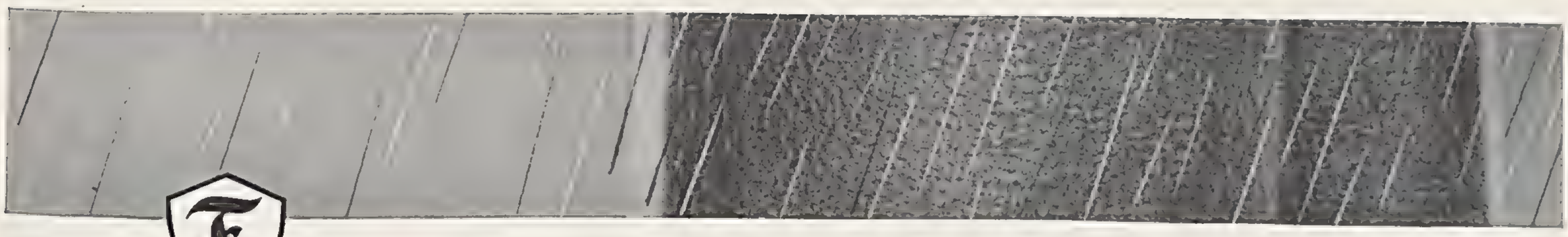
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And on the ships at sea.
— *Stevenson*

In winter, when the dismal rain
Comes down in slanting lines.
— *Alexander Smith*

How it pours, pours, pours.
In a never-ending sheet!
How it drives beneath the doors!
How it soaks the passer's feet!
— *Rossiter Johnson*

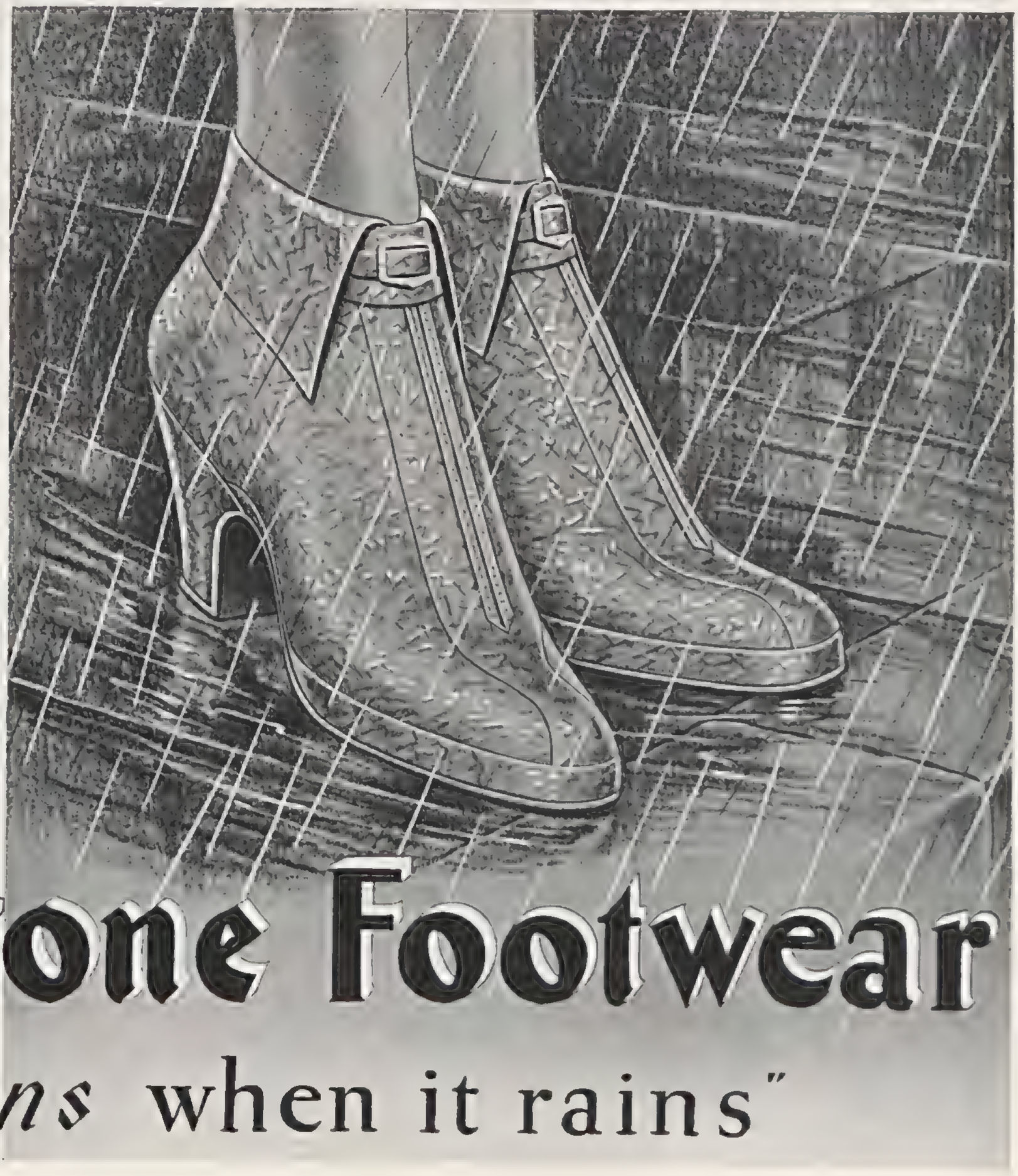
Announced by all the trumpets of the sky,
Arrives the snow, and, driving o'er the fields,
Seems nowhere to alight: the whited air
Hides hills and woods, the river, and the heaven,
And veils the farmhouse at the garden's end;
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— *Emerson*

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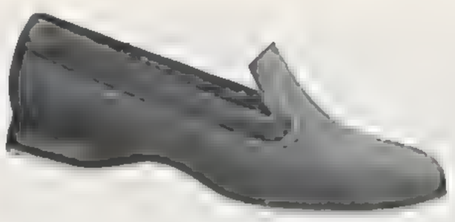
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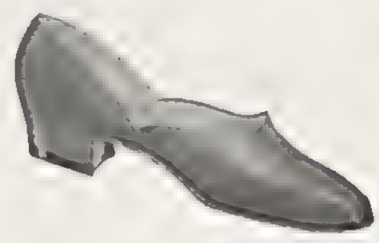
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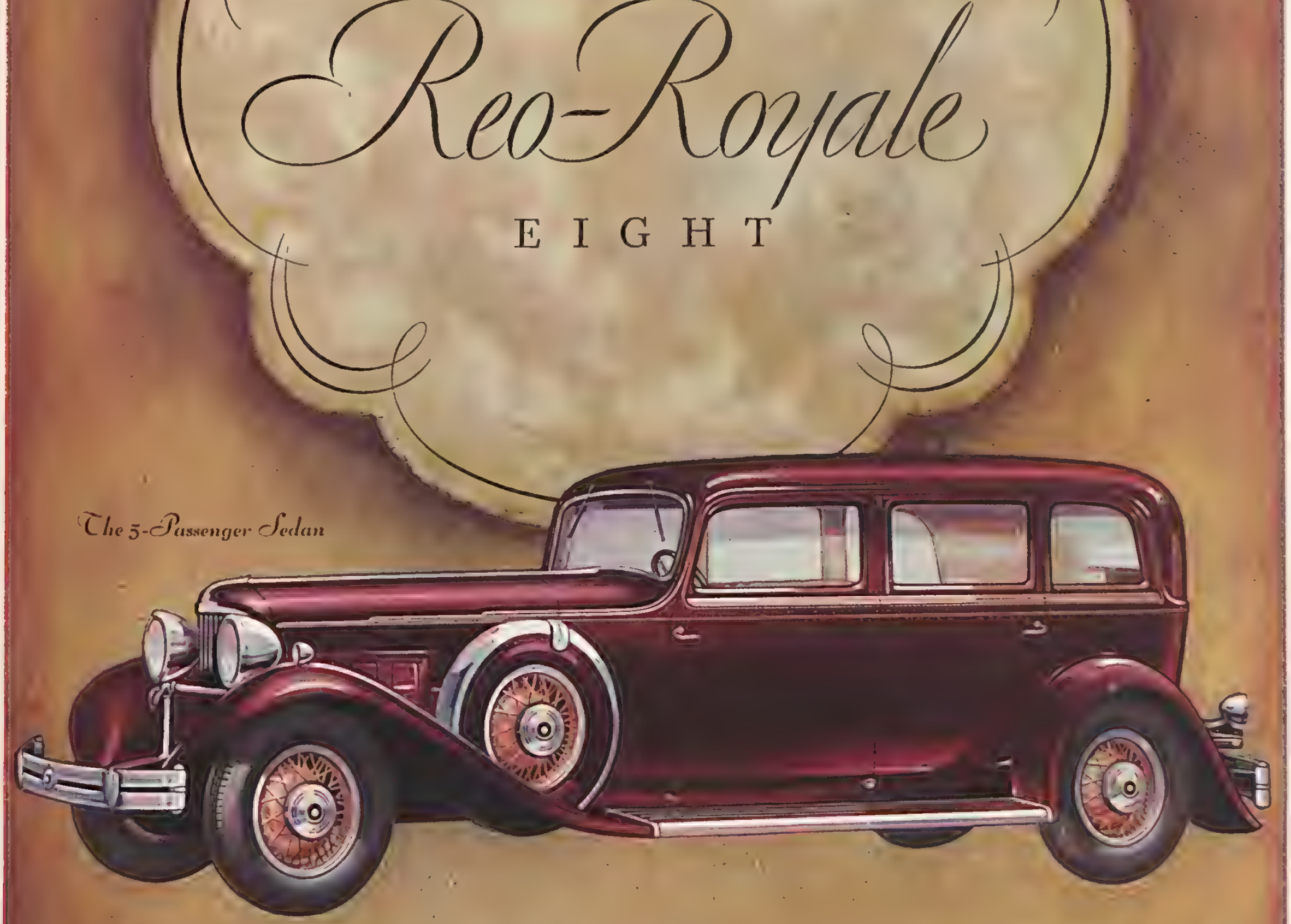
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When we've grown up, some of us are a little wistful as December rolls along, and some are frankly cynical . . . A diamond bracelet? Thank you, John . . . A new car? Dad, that was sweet of you . . . We go on over to the Club, say Merry Christmas to a lot of other people who all have diamond bracelets and new cars . . . we have them too . . . and then we leave.

The same roads flash by, a little faster. The diamonds sparkle, but the eyes we turn on them are the same eyes, a little weary. No one has given us anything that has wrapped the common earth in a mist of stars. No one has given us anything that has changed *us*.



What do you know of this huge spinning ball, spangled with seas and girdled with wonder? Mountains where the snow has never melted since Adam kissed Eve. Cities where the least of the stories would start a new Arabian Nights. Roads that climb to unimagined sunsets. Moons that rise to music that twists the heart. People and places and loves and hates old as the Serpent and new as tomorrow's dawn . . . Children can be happy in a very narrow span. We can swing out to heights no child can ever know.

Take your diamond bracelet, take your new car—and go find new lights, new roads, new romance—and a new *you!* Ask for a ticket that lays down a magic paper path to things you've never seen and done before. Give tickets to your family, instead of adding to the heap of things they've had to satiation . . . Open the door this Christmas and go gypsying out. You're only as old as your sense of wonder . . . and this is a wonderful world.

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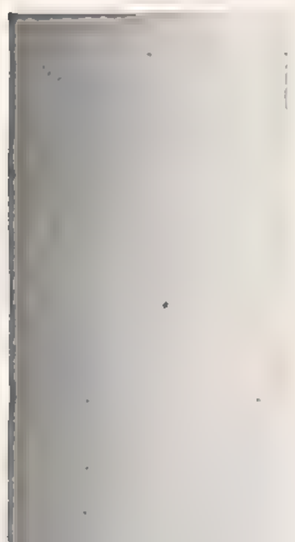
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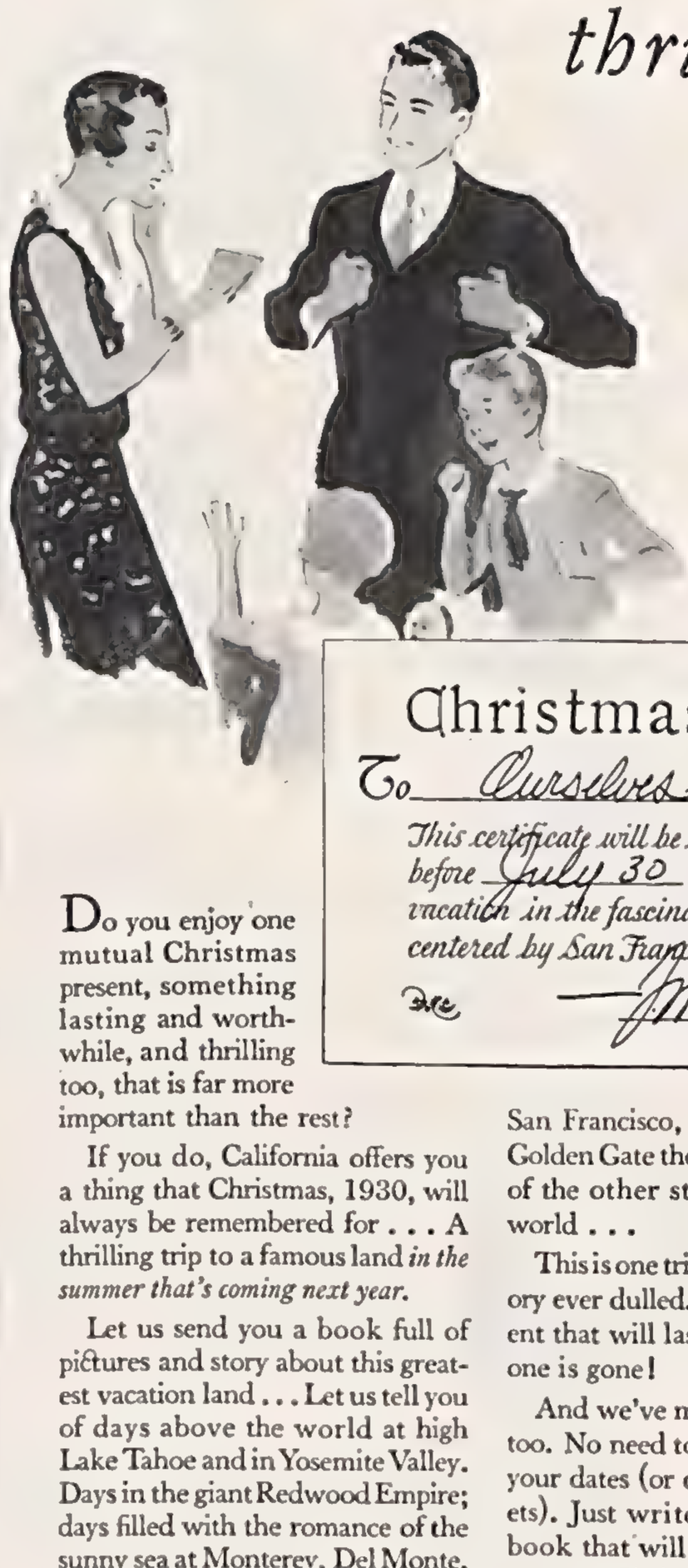
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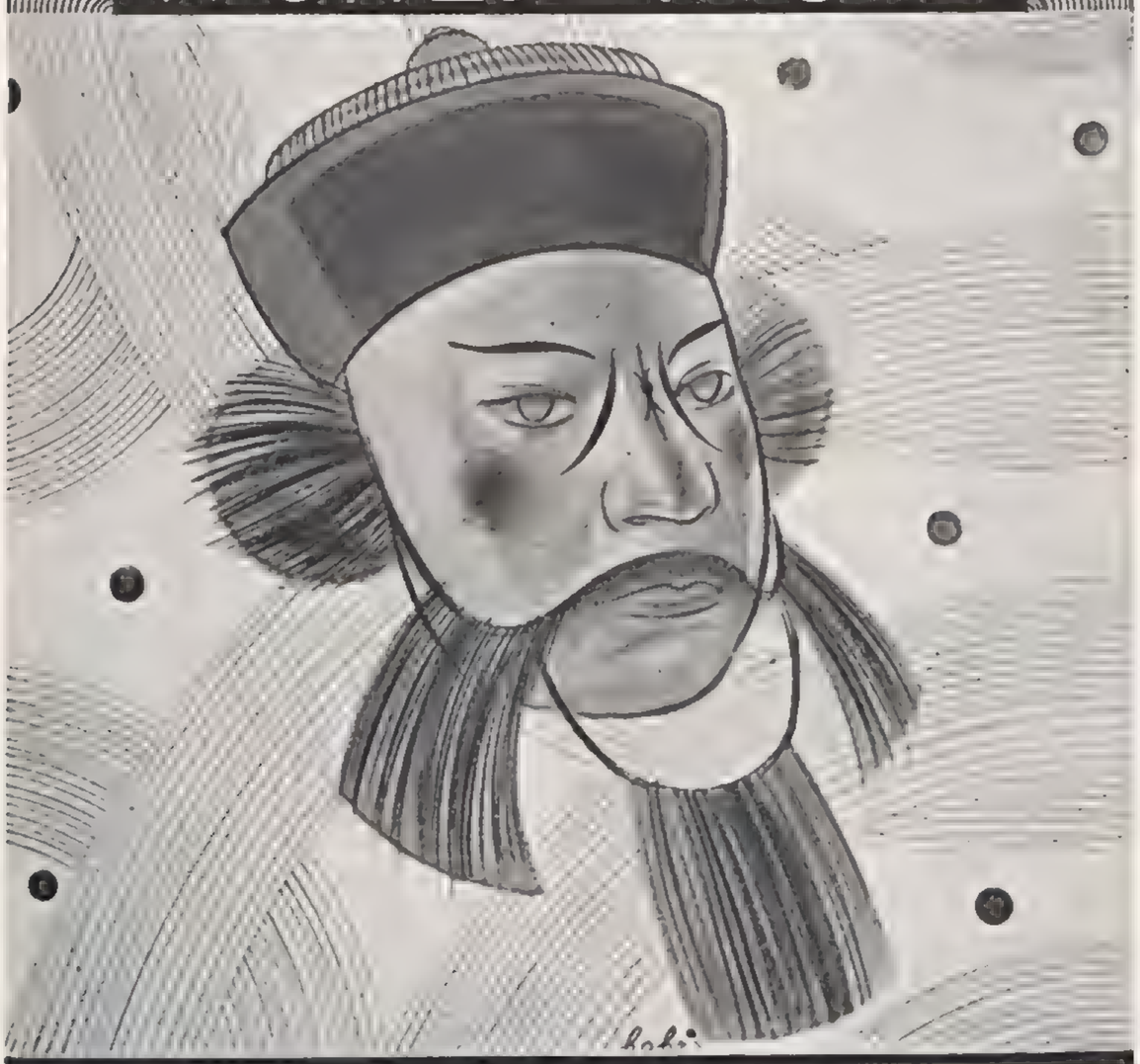
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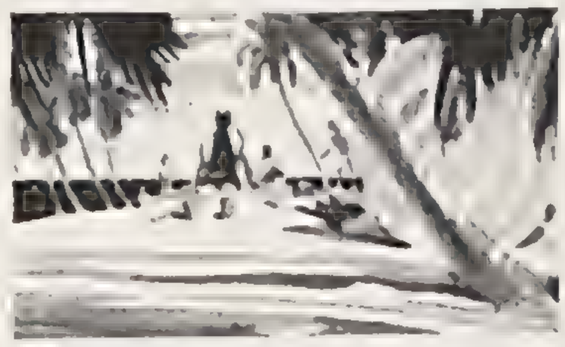
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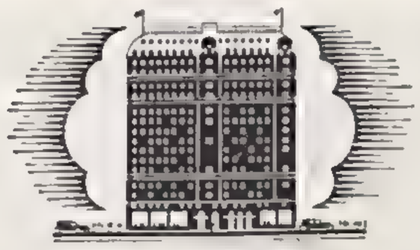
Every room has its own bath and private porch. Dancing every night...concert music for lunch and dinner. Accommodations are on the American plan. Stop over on your West Indies cruise, be an "opening-year guest."

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UNITED HOTELS



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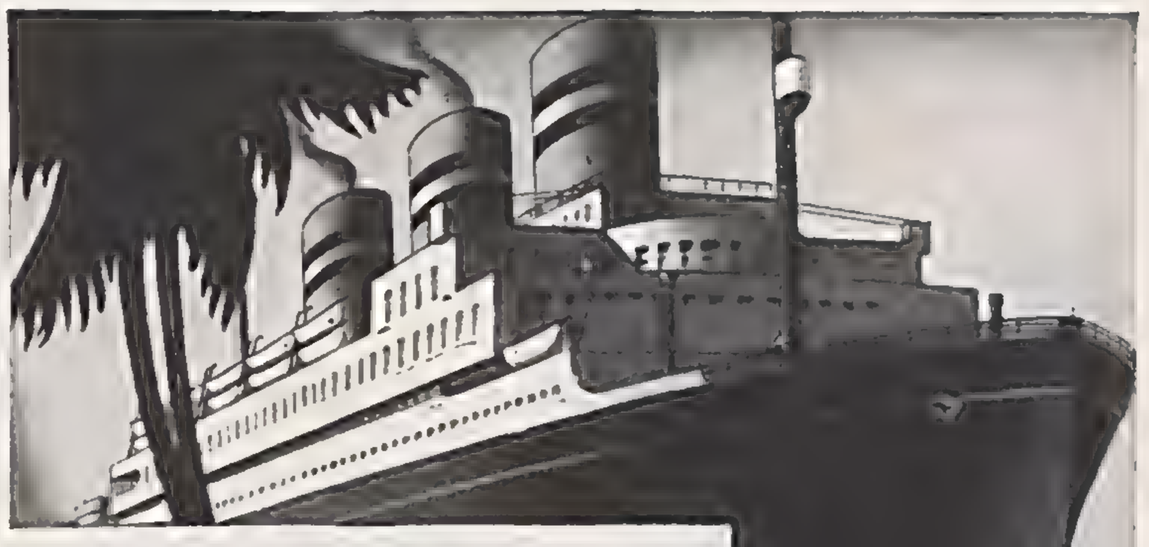
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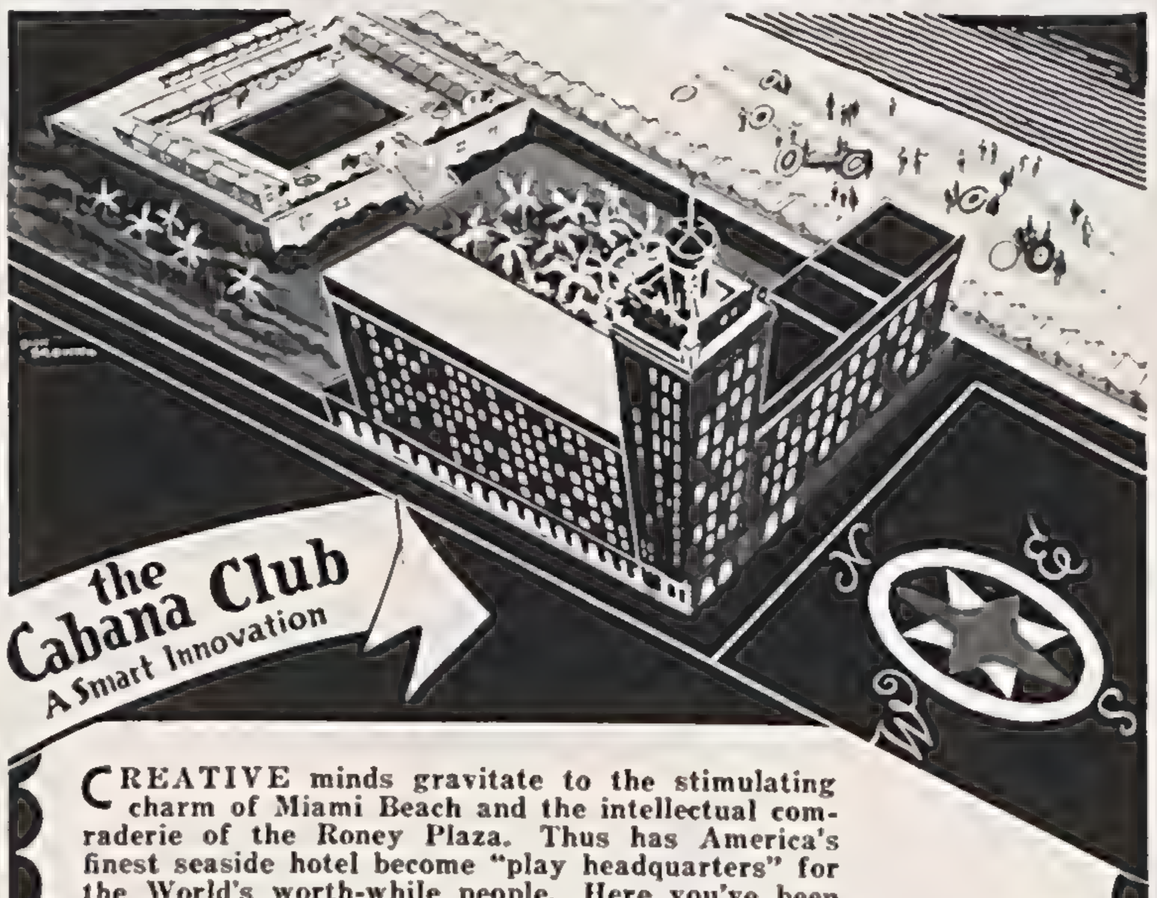
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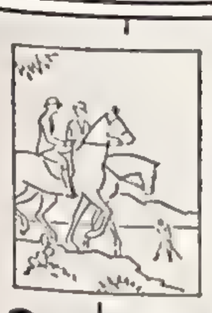
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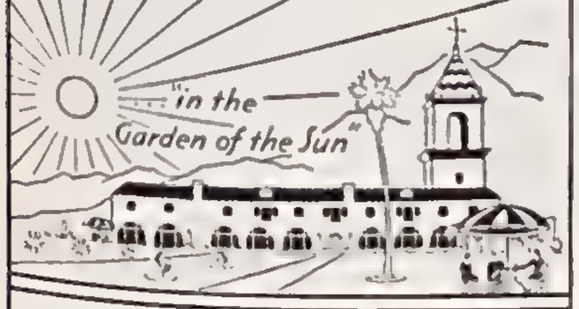
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Why Two Resort Wardrobes?

NOWADAYS the winter resort wardrobe is seldom selected before the jaunt to Florida. Several definite factors suggest waiting for "Sunshine Fashions"... product of Burdine's practical resort experience and the ingenuity of leading Parisian couturiers. The swift-moving resort trend invariably outmodes those erstwhile swagger things chosen from the early "back home" showings. Resort clothes MUST be selected as the season progresses . . . for resort fashions are never established in pre-season forecasts. Moreover, those innovations finally accepted for winter in Florida become the mode for summer everywhere. (Sunshine Fashions, for example, popularized the sun-back.) Why two resort wardrobes? The fashion-wise now purchase their smart winter apparel where resort fashions originate . . . . at Burdine's . . . Miami, Miami Beach and Palm Beach . . . Travel-wise trunks go South with empty trays.



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SOCIETY

BIRTHS

NEW YORK

Myles—On October 20, to Mr. and Mrs. Robert Cunningham Myles, junior (Emily Wright), a son, Robert Cunningham Myles, third.

PHILADELPHIA

Bennett—On October 25, to Mr. and Mrs. Joseph S. Bennett (Rebecca MacGeorge), a son, Derrickson Waples Bennett.

Foulke—On September 14, to Mr. and Mrs. William Bayard Foulke (Elizabeth I. Bennett), a daughter.

Mackenzie—On October 27, to Mr. and Mrs. Sidney T. Mackenzie (Margery Nixon), a son, Sidney T. Mackenzie, junior.

Ritter—On October 24, to Mr. and Mrs. Henry Stoddard Ritter (Eleanor C. Gillespie), a son, Henry Hansell Ritter, second.

DEATHS

NEW YORK

Hendrick—On October 29, Ellwood Hendrick, husband of Josephine Pomeroy Hendrick.

Higgins—On October 22, Thomas Higgins, husband of the late Elizabeth Crane Higgins.

McKee—On October 28, Mary Harrison McKee, wife of James Roberts McKee.

Whitney—On October 26, Harry Payne Whitney, husband of Gertrude Vanderbilt Whitney.

Whiton—On October 31, Henry Devereux Whiton.

DEATHS—Continued

BOSTON

Whipple—On October 20, Sherman Leland Whipple, father of Sherman Leland Whipple, junior.

PHILADELPHIA

Woodman—On October 7, Paul Woodman, husband of Katherine Stuart Cramer Woodman.

ENGAGEMENTS

NEW YORK

Dominick-Lowry—Miss Cordelia E. Dominick, daughter of Mr. and Mrs. Gayer G. Dominick, to Mr. David A. Lowry, son of Mr. Charles Lowry, of Cleveland, Ohio.

Hamill-Workum—Miss Emily Lyon Hamill, daughter of Mr. and Mrs. Robert W. Hamill, to Mr. Fifield Workum, son of Mrs. Julius F. Workum.

Newson-Griggs—Miss Harriet Hatheway Newson, daughter of Mrs. James Adams Newson, to Mr. Henry Charles Griggs, son of Mr. and Mrs. David Cullen Griggs.

Pratt-Hunt—Miss Eleanor Pratt, daughter of Mr. and Mrs. Harold Irving Pratt, to Mr. James Ramsey Hunt, junior, son of Doctor James Ramsey Hunt and Mrs. Hunt.

Spock-Dominick—Miss Elizabeth Ripley Spock, daughter of Mr. and Mrs. Benjamin I. Spock, to Mr. William Gayer Dominick, son of Mr. and Mrs. William Francis Dominick.

(Continued on page 54)



TYNIETOY
DOLL HOUSE FURNITURE
fits small dolls and pleases little mothers. Dainty, yet serviceable, playing with it is just like "keeping house."

Every Piece a Reproduction of a Genuine Antique Model, Hand-Made and Hand-Colored

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Sold as Complete Room or as separate pieces. Also sold unpainted if you wish to do your own coloring and decoration.

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2 rooms to 12 rooms. Prices, unfurnished, $17.50 to $250.00; Furnished, $35.00 to $400.00. Large photographs sent on request showing all Doll Houses and 150 pieces of TYNIETOY Furniture priced from 15c to $15.00

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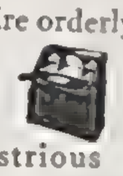
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Angus—verra, verra Scotch—gray and tousled, with big, brown eyes. Sealyham Jim—long, silky hair, merry eyes—fuzzy chin to give him an aspect of sageness, quite belied by a stubble tail that seems ready to waggle off from joy. Strong iron frame and wheels make it possible to take him walking everywhere. Angus however makes a comfortable crib companion. *Scottie Angus, 15 in. high, $7.25; 11 in. $3.75. Sealyham Jim, 13 in. high, $12; 15½ in. $16.*

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The New York Shop of Fortnum & Mason
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SOCIETY

(Continued from page 53)

ENGAGEMENTS—Continued

Starr-Schmidt—Miss Virginia Rosamund Starr, daughter of Mr. and Mrs. Howard W. Starr, to Doctor Otto Victor MacKenty Schmidt, son of Mrs. Augustus Francis Schmidt, of Montreal, Canada.

PHILADELPHIA

Sullivan-Lamont—Miss Nancy Sullivan, daughter of Mr. and Mrs. James Sullivan, to Mr. Austin Lamont, son of Mr. and Mrs. Thomas W. Lamont, of New York.

WEDDINGS

NEW YORK

Balding-Davis—On October 22, Mr. John Bernard Balding, of Melton Mowbray, England, and Miss Dorothy Davis, daughter of Mr. and Mrs. Joseph E. Davis.

Barclay-Haskins—On October 11, Mr. McClellan Barclay and Miss Helen Marie Haskins, daughter of Mrs. Helen Haskins.

Burger-Evans—On November 17, in Saint Bartholomew's Church, Mr. Van Burger, son of Mrs. Clarence Chew Burger, and Miss Rosalie Evans, daughter of Mr. Hartman Kuhn Evans.

Davies-Dodge—On December 6, Mr. Frederick Martin Davies and Miss Diana Dodge, daughter of Mrs. George Widener.

Denny-Milliken—On November 18, in Saint Thomas's Church, Mr. Thomas Denny, junior, son of Mr. and Mrs. Thomas Denny, and Miss Ruth A. Milliken, daughter of Mrs. Charles Stuart Milliken.

Dominick-Marshall—On November 4, Mr. Lamont Dominick and Miss Alicia Story Marshall, daughter of Mr. and Mrs. Charles Clinton Marshall.

Elliott-Havemeyer—On November 20, Mr. Charles K. Elliott, son of Mrs. J. Kindred, and Miss Alice Havemeyer, daughter of Mrs. M. Hayward Havemeyer.

Harding-Parish—On October 31, in Grace Church, Mr. Charles Lewis Harding, junior, son of Mr. and Mrs. Charles Lewis Harding, and Miss Marie Parish, daughter of Mr. and Mrs. Edward Codman Parish.

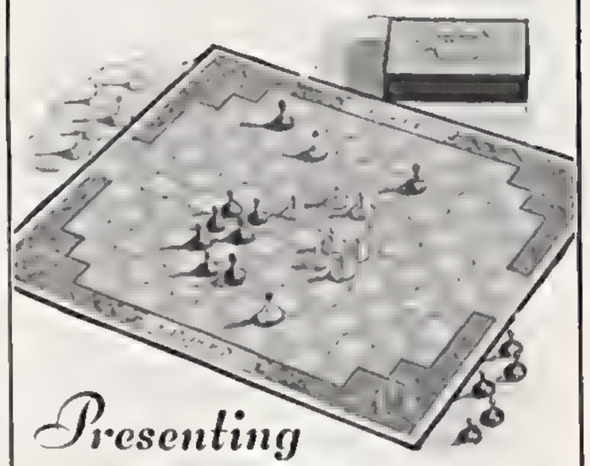
Hofheins-Ward—On October 22, Mr. Robert Hofheins, son of Mr. and Mrs. Franklin Hofheins, and Miss Mary Ward, daughter of Attorney-General Hamilton Ward and Mrs. Ward.

Tew-Luke—On November 1, in Saint Thomas's Church, Mr. J. Dinsmore Tew, second, son of Mr. and Mrs. William H. Tew, and Miss G. Virginia Luke, daughter of the late John Guthrie Luke and Mrs. Luke.

Whitney-Richardson—On November 18, in Saint James's Church, Mr. Howard F. Whitney, junior, son of Mrs. Howard F. Whitney, and Miss Hope Richardson, daughter of Mr. and Mrs. Courtlandt Richardson.

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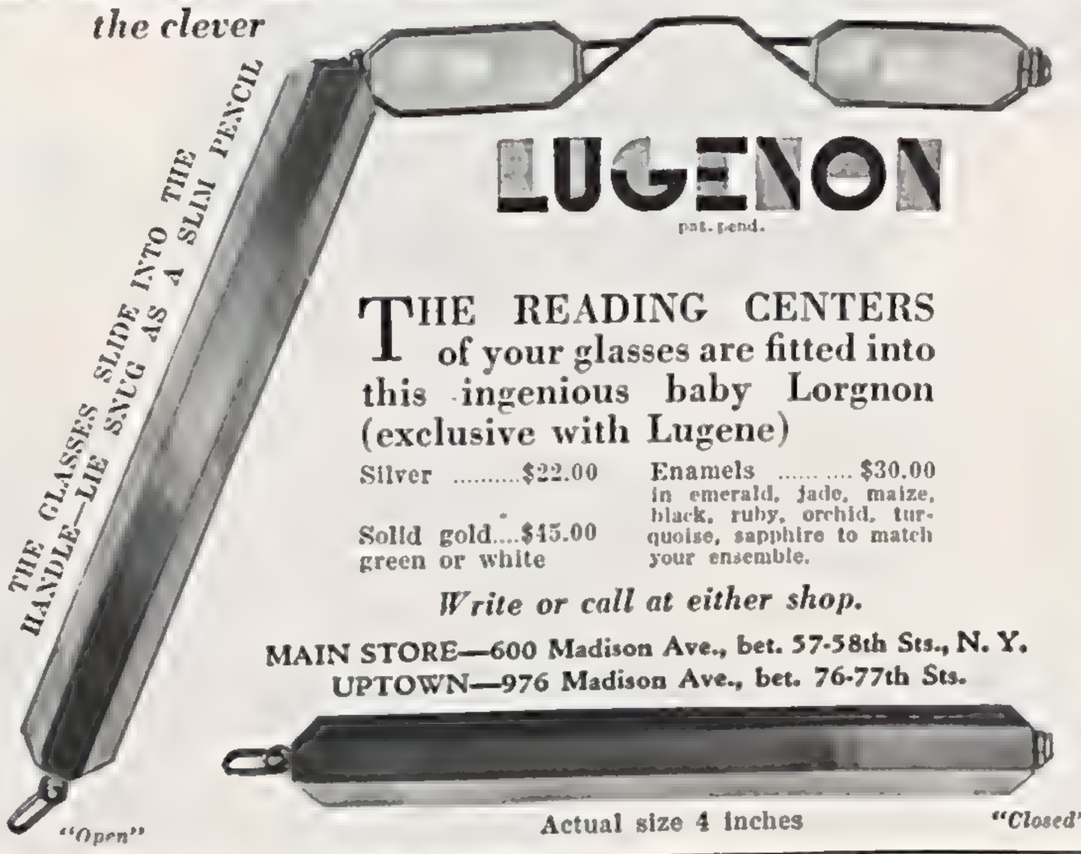


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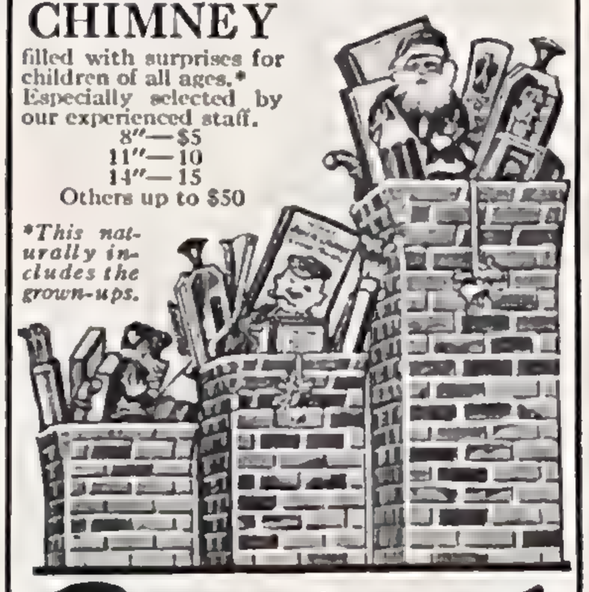
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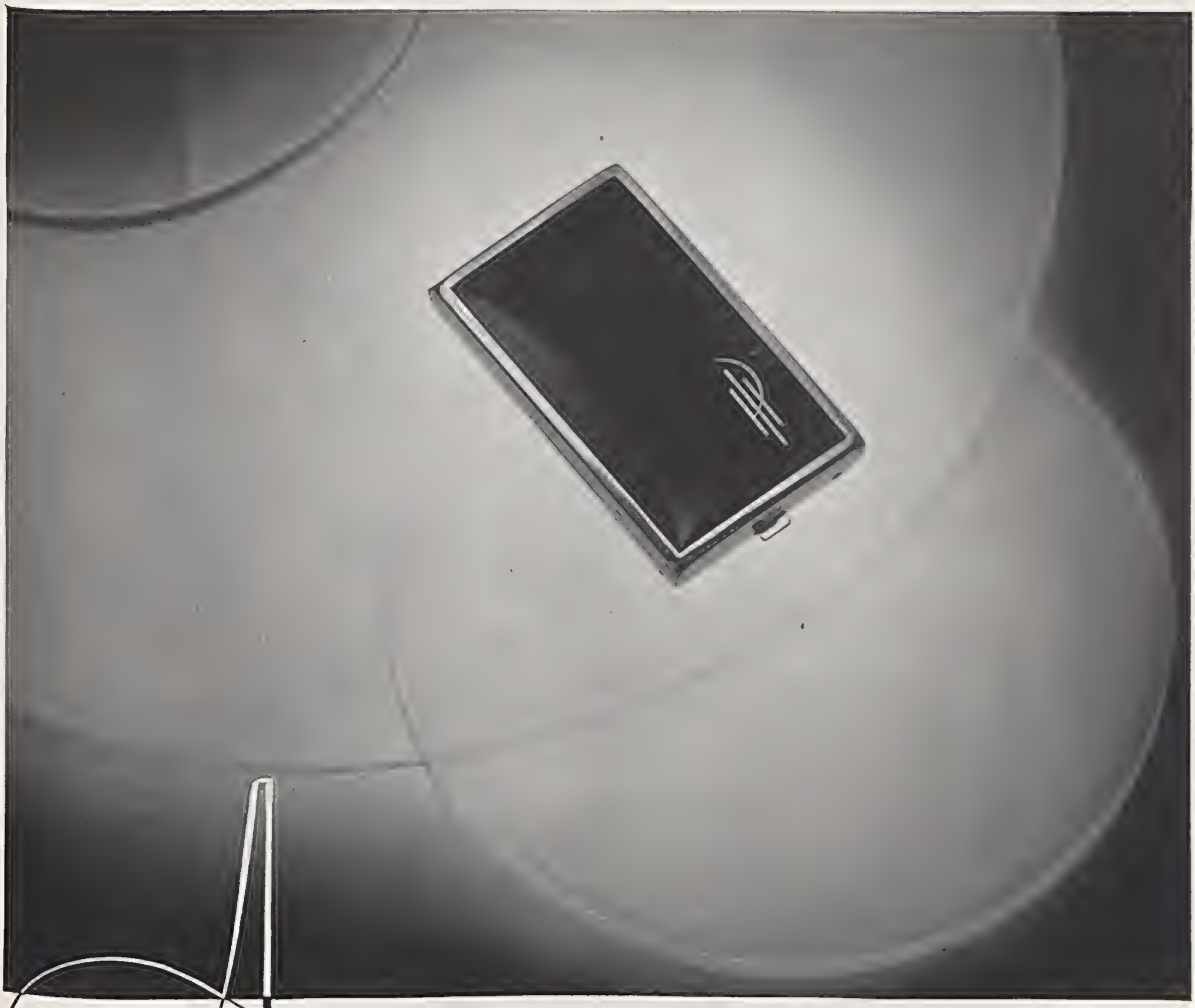
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DECEMBER 8, 1930

CHRISTMAS GIFTS



Cover Design by Lepape

CHRISTMAS GIFTS

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THERE ARE THREE VOGUES
AMERICAN, FRENCH, AND BRITISH

Edna Woolman Chase, Editor-in-Chief

Carmel Snow—Editor of American Vogue
Michel de Brunhoff—Editor of French Vogue
Alison Settle—Editor of British Vogue

First on the list Whitman's CANDIES

Santa, who knows all candies, can't resist the SAMPLER. It's his favorite. With its ribbon and holly decoration or bright Christmas wrap, he will leave it in millions of homes this year.

All over this broad land the shops and stores selected to sell Whitman's are overflowing with these sweets for the Christmas season, but they will melt away quickly. Do your Christmas shopping *now* to get fair selections.

PLEASURE ISLAND

The famous chocolate treasure in the box beloved by youth — $1.50 the pound. One pound and two pound sizes.





THE SAMPLER

Best known box of candy in the world. The gift dependable. In 17-oz., two, three and five pounds, $1.50 the pound.

PRESTIGE

Dainty, hand-wrought small chocolates with select centers in this handsome metal box. The candy gift supreme. In one, two and three pounds — $2 the pound.









SANTA MARIA

A voyage of discovery in candy delight, with Columbus' flagship on the metal cover — $4.

SALMAGUNDI

Chocolates of proven charm in a beautiful metal box. One and two pounds — $1.50 the pound.

Any telegraph office will transmit your order for any of Whitman's famous candies and deliver the package anywhere in the United States. Consult your Bell Telephone classified directory for Whitman agents.

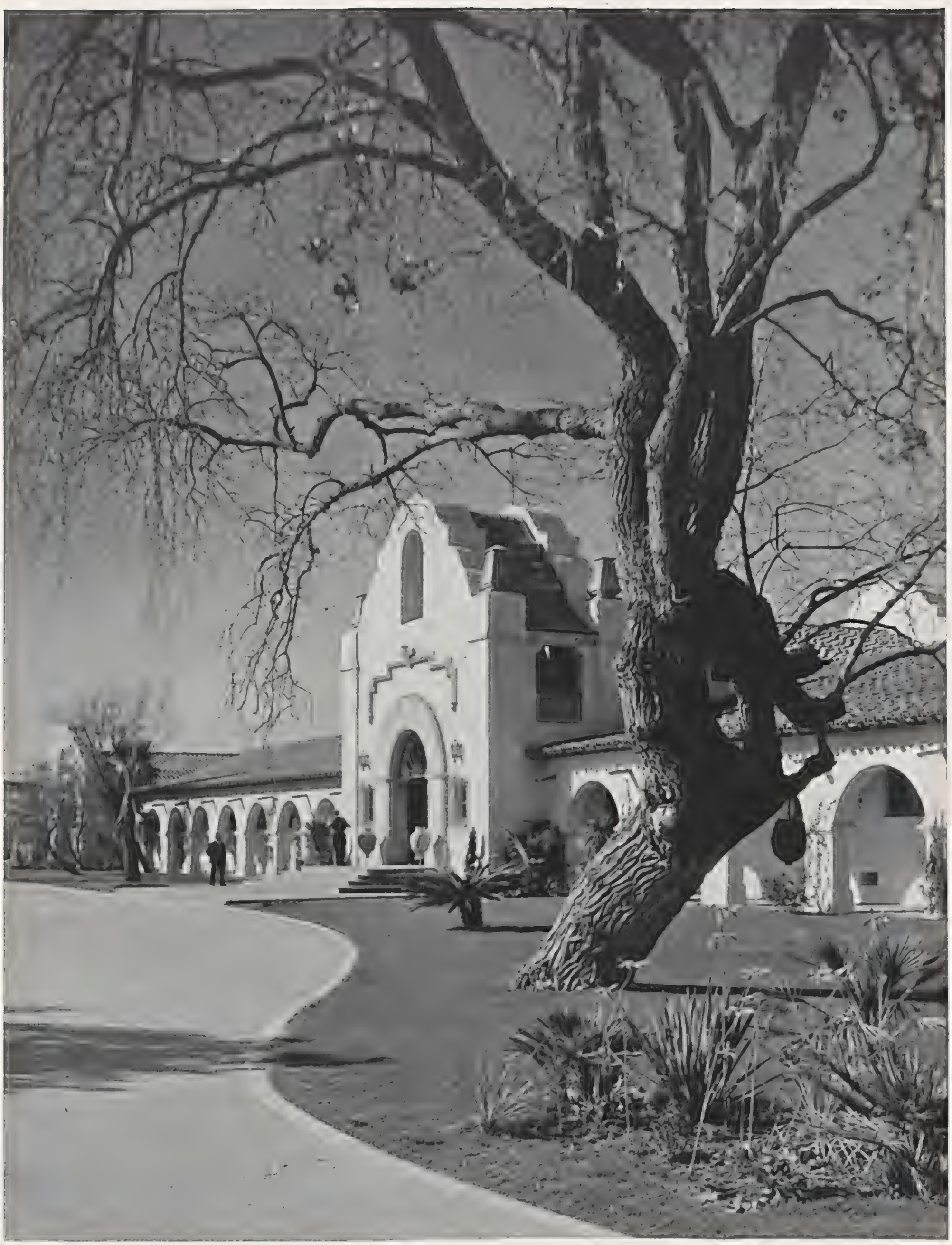
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AT Christmas, the world is divided in three parts, the conscientious objectors, the groaners, and the mad enthusiasts, and the gayest of these are the enthusiasts. For the objectors, the only way out is to cross the Pacific, where time skips a whole day, and thus wipe Christmas right off the map. The groaners, grimly remembering every last cousin with pin-cushions, get virtue's own dull reward. But for the enthusiasts, Christmas is an emotional debauch and pays hilarious dividends. We throw ourselves into Christmas shopping, dizzy but undismayed. We give less conscientiously, but more exuberantly. We take infinite pride in every gift. We are out to give the old thrill of childhood, and no price is too great for a good surprise. This is the time when our Anglo-Saxon blood warms up, and all the Latin and Celtic in our veins bubbles joyously to the surface, when our immediate families wear halos, and even butlers look human. It is a time when it's more worldly to be simple than sophisticated and far more chic to be sentimental than a cynic. When we are either all a little mad or else saner than we ever were before. When the taste of the gods is lavished on the tying of a tinsel ribbon, the wit of the nation is devoted to writing jingles. When million-dollar voices bellow Tannenbaum, and notorious rakes play with tin railroads, and great men grow foolish over Liebkuchen hearts and German angels with spun-glass wings.

VOGUE'S
EYE VIEW
OF THE
MODE





MOTT STUDIOS

Agua Caliente's Luxurious Inn



PADILLA STUDIOS

"LA VENTA," THE INN AT PALOS VERDES

CALIFORNIA

By Louis Bromfield

FOR all of us, there are certain corners of the earth which seem to possess a peculiar attraction and sympathy. It is one of the joys of travelling that we suffer the indignities of trains and motors, ships and planes in the constant expectancy of finding just round the next corner a country which holds for us a new romance and beauty. Sometimes, it seems that the new land is really an old one which we have always known and to which we have returned: for native towns and communities are like relatives, they are wished on us without choice, and sometimes late in life we discover the spot which spiritually is our native land.

There are spots in the world which I find it impossible to do without—New England in October, most of Spain, London, Broadway, the high Alps in winter, and lately a new country which is within the borders of the United States, but which to most Americans must seem a foreign land.

The sense of its foreignness begins, I think, at the moment the westward-bound traveller opens his eyes and witnesses the glories of the sunrise over the painted deserts of Arizona. In a country so solid and rich and prosperous as our own, the disorderly colour and extravagance of the scene seem foreign. There is so much space. Its extravagance is not that of money made and thrown away again lavishly in our open-handed gambling American way, but the extravagance of a colossal waste-land. It seems odd that no American has thought of some means by which this useless magnificence can be transmuted into something material and profitable. Real-estate operators have tried to plant towns here and there on the fringe of the splendour, but, like most real-estate developments, the result has been a failure and the attempts appear unkempt and seedy. This magnificent desert and the country sloping westward to the Pacific seem, after the neatness of the mid-West, quite out of hand. And it has done something to the character of the Americans who have settled there. It is a country which imposed itself upon the character of a people, their architecture, their thought, and even upon their policemen, for even the policemen in this country are different from policemen in the East. Beyond this desert lies Southern California, and crossing the desert is like crossing the ocean—it seems to separate the United States from a foreign country.

One of the falsest of clichés accepted in our country is that all Americans are stamped from the same die. New Englanders are certainly as different from Southerners as Yorkshire men from Welshmen, and both differ from the Middle Westerners or Texans or the Northwesterner of Scandinavian origin. California, as a part of the United States, is only some eighty odd years old, but Californians already have a character of their own. As a whole,



BULLOCK'S-WILSHIRE, LOS ANGELES'S FINE DEPARTMENT STORE

MOTT STUDIOS



INTERIOR ARCHITECTURE BY ELEANOR LE MAIRE

they seem to me to be as a group more attractive than the American of any other part of our country. They are physically handsome. They have a free and easy manner. They are cordial without being offensive and possess the dignity of Roman democrats. I do not mean the rather fattish middle-aged inhabitants who have migrated to California to die, but the native ones whose fathers were the settlers of the new country.

Any one who knows California understands its vast size and realizes the great distance that separates Northern and Southern California. It is of Southern California I am writing—the rather fantastic California of Agua Caliente, Hollywood, Santa Barbara, Palos Verdes, Bel Aire, and a dozen other communities. It is a country where the architecture is inclined to fantasy, the flowers and colours to extravagance. Its very landscape has the agitating quality of an El Greco. Even though one hears American, and good broad American at that, spoken on every hand, it has all the air of a foreign country. Unconsciously, one becomes aware of its foreignness, and one of its most profound attractions lies in the curious, persuasive presence of a holiday spirit. The tempo of living is slower. One laughs more frequently. Worries fade away, and even the (Continued on page 150)



MOTT STUDIOS

THE SMOKE-STACK BEHIND THE PLUNGE AT AGUA CALIENTE IS A MOORISH MINARET



THE NEW GOLF-CLUB OF PALOS VERDES



PADILLA STUDIOS

GARDEN, SPANISH-CALIFORNIA STYLE



W. R. FULNER

THE JOCKEY CLUB

AGUA CALIENTE

Gambling Heaven of the West



MO-T STUDIOS

THE BAR OF THE CASINO

OASIS and palace. A place where blossom and brilliance have been coaxed from sterile desert as though by superhuman witchery. Lavish green gardens, dazzling white walls, and acres of red tile roof—green, white, red. This is Agua Caliente. And the green, white, and red Mexican flag, flying hospitably over all, taut in a brisk breeze from the near-by Pacific. Semitropical, a fragment of Mexico City, and a hostelry for Americans, with race-track, casino, and spa.

In oasis quality, it is perhaps vaguely reminiscent of the gaming-houses for tourists which France has built along the African coast—Fez, Constantine, Biskra. But the elegance of Agua Caliente, at California's edge, outdistances anything European.

Reach Caliente's chiming campanile, with its mission-bells and modern airport beacon, via the silver strand severing the blue Pacific from Coronado's lagoon, flanked by battleships and destroyers. Or come inland through the outskirts of San Diego and miles of the bright green flatness of celery tops. It's all the same—a flight on a magic carpet. By some genie, wise in the drama of contrast, you are whisked free of that Tia Juana squalor, which makes you savour the more the glamour of Caliente. A good stage-manager, this genie. At the border, a soft-spoken Mexican officer, brown and sleek, passes you. "*Bueno!*" Inhibitions and complexes slough off. You have left your old self in the States. You are now in Mexico.

You drive as fast as possible through the dirty streets, swarming with boisterous crowds and lined with slot-machines, bottles of whiskey—and perfume—, red and green Mexican rugs, pottery, sombreros, filigree jewellery, (Continued on page 156)



MOTT STUDIOS

The Gate to the Spa, Just over the Mexican Border

• Chanel proves the outstanding smartness of the all-white evening wrap in the delicately stitched coat of white velvet shown at the left, below. The raglan sleeves are deftly cut to give fulness to the bodice, which is held in simply at the waist-line, while the fulness of the skirt extends to the new even length. A bag of white velvet with a jewelled frame is an appropriate accessory; from Lord and Taylor

• Very new and smart is the length of the evening wrap by Louiseboulanger shown at the right, below. The body is fitted, and the slightly flaring skirt, which ends just below the knees, has a well-wrapped swing. It is made of a beautiful white metal lamé that has body and a slight stiffness, while the becoming shawl collar, the side facing, and the interesting puffed cuffs are trimmed with soft white lapin; from Bergdorf Goodman



CHANEL—LORD AND TAYLOR • LOUISEBOULANGER—BERGDORF GOODMAN

All-White Wraps

And Wraps

Of Ankle Length



PATOU—SAKS-FIFTH AVENUE • LANVIN—BERGDORF GOODMAN



MOLYNEUX—BONWIT TELLER

• Patou uses soft orange velvet in a distinguished manner in the evening wrap shown at the left, above. The elbow cape and the cuffs are lavishly trimmed with sable-dyed martin, and, with a smart contrast of line, the long slim skirt flares out in back in a flounce that just escapes the floor; from Saks-Fifth Avenue

• Stiffened metal fabrics are a chic rival to the very popular velvet. Lanvin uses a deep magenta silvered moire for a wrap of distinguished cut with a long flared skirt. It is trimmed with blue fox; from Bergdorf Goodman

• An entirely fresh line characterizes the black velvet and ermine wrap from Molyneux, shown at the right. The use of softly shirred fulness in the bolero and the subtly applied straight-hanging full skirt are typical of the designer this season; from Bonwit Teller

Small Hats and Large Collars



MARIA GUY • AUGUSTABERNARD—SAKS-FIFTH AVENUE

• A draped turban, "Foujita," of stitched black tulle (left), by Maria Guy, is opaque, but light in weight. The twisted drapery binding it to the head is held off the forehead, in a lifted movement, by black grosgrain ribbon. With it is shown Augustabernard's very distinguished brown woollen suit with a loose fabric collar, ending in a bow, on the slightly flaring belted jacket, outlined in black Persian lamb; from Saks-Fifth Avenue

• The fulness of this sophisticated chenille toque, "71," by Marie-Alphonsine (below) is brought to one side and rolled high on the crown in a coxcomb effect accented by gold and turquoise pins; Altman. Worn with it is Augustabernard's black woollen frock, "103," with collar and cuffs of black breitschwantz and a sleeveless, collarless coatee; Hattie Carnegie



MARIE-ALPHONSINE—ALTMAN • AUGUSTABERNARD—HATTIE CARNEGIE



REBOUX—BONWIT TELLER • AUGUSTABERNARD—HATTIE CARNEGIE

• Reboux drapes the rather full crown of a brown taupé hat to one side, catching it in a parrot-like motif of green feathers. The brim, cut away at the left to show the forehead, dips enough to suggest a shadow over the right eye—a new movement launched by Reboux; Bonwit Teller. Augustabernard's green suit, "49," has bands of crossed sable skins slipping under the belt; from Hattie Carnegie

A Feather in Reboux's Cap



ANTON BRUEHL



Keystones of Modern Brilliance

• The smouldering warmth of carnelians is accented by frosty crystal rondelles and a diamond ornament in this necklace (top, left); Udall and Ballou

• Four hundred karats of emeralds lend their precious weight to this very regal necklace, shown in the centre, above; from Mauboussin

• Baguette and round diamonds compose this long chain necklace that may be broken up into four separate bracelets; from Van Cleef and Arpels

• The eminence of ruby beads this year is seen in this three-strand necklace with a clasp and slide ornaments of baguette and fancy diamonds; Marcus

• Oddly cut diamonds form the design of these beautiful earrings; Mauboussin

• The top ring is set with a rare straight-cut diamond of oblong shape; the second has a gem Oriental ruby with two diamonds; the third mounts a pair of matched emeralds divided by a diamond; Black, Starr and Frost-Gorham



• Clips are the modern substitutes for brooches. The square one, shown above, is composed of diamonds, topaz, and lapis lazuli; Van Cleef and Arpels

• Oriental sapphire beads and diamonds are combined in the elaborate, but delicate design shown below; Black, Starr and Frost-Gorham

• The pair of ruby and diamond clips shown below, centre, may be converted into a brooch; Udall and Ballou

• An oval blue star sapphire is surrounded by fancy diamonds and diamonds in the clip pin brooch, right; Marcus

Dramatic Modern Jewellery

"MARTYRDOM, my dear, absolute martyrdom," shrieked a voice from one Patou dressing-room to another. "Day after day, I used to see poor Regina frying in that Lido sun in torture getting her neck brown. She did it, of course, for her pearls."

That the unknown Regina did devote her summer to acquiring a tint that would better set off her magnificent necklace is not shibboleth. It is typical. For jewellery means chic more than a symbol of conquest to the woman of to-day. It is not a casual heart of diamonds when the first baby is born, a sunburst to celebrate the arrival of the twins, or a surprise stomacher for a wedding anniversary. We don't wait to cross the thresholds of the big jewellers armed with husbands. If we aren't given jewels in sentiment, we buy them in cold blood.

We keep our feeling confined strictly to the stones and have the settings changed ruthlessly every few years. We wear the most valuable gems rashly clipped to our evening gowns, woollen sports dresses, bags, and five-dollar berets. Our plain clothes fairly cry for jewels. In fact, to-day we feel rather naked without them.

First and foremost, even if you are giving a first jewel to a girl graduating from school, dinky jewellery is out. Little strings of small pearls, circles of pale sapphires, all those sweet, timid trophies that you might call *jeune fille* jewellery mean nothing. Design can be as simple as can be, but it must have character.

Most of the smart girls who are coming out this year—and these are actual statistics made at the Baker ball this autumn where they all turned out *en masse* for the first time—are being given either good pearls, sufficiently important so that they can wear them after their marriage, or a good, simply designed clip or bracelet.

Clip, of course, is modern for brooch. Some of these are worked out with diamonds, the (Continued on page 148)



ANTON BRUEHL

Gifts with

A Princely Gesture

• A clock with a profound respect for the precious value of time is this jewelled and enamelled masterpiece. The dial is of topaz, the hands encrusted with rose diamonds, the numerals of rose diamonds, and the rim of red and black enamel and pearls. The clock is mounted with carved coral. Two dragons of white jade with a saddle of enamel and pearls and a coral tree with pearls and leaves of tourmalin stand on the black lacquer base; Cartier

• The carnelian and diamond brooch, centre, is a chic accessory for the modern woman's day clothes; from Cartier

• The barbaric splendour of contemporary times is seen in this three-strand necklace of emerald and sapphire beads, interspersed with diamond rondelles, and clasped with an ornament of sapphires and cabochon emeralds; Cartier

• Carved emeralds and diamonds are united with unquestioned genius in the clip brooch (below) which is versatile enough for day or evening; Cartier



ANTON BRUEHL



ANTON BRUEHL

Impressive Wristfuls Of New Jewels

• The wrist that hopes for distinction this year will wear two or three bracelets such as these—not ostentatiously wide, but emphatically magnificent. Emeralds and baguette diamonds form the top bracelet; Udall and Ballou
• The second is of round, square, and baguette diamonds; Udall and Ballou
• An impressive triumvirate of carved emeralds, sapphires, and baguette diamonds is responsible for the beauty of the third; Mauboussin
• The fourth is literally paved with diamonds; from Mauboussin
• Three rows of carved rubies, held in claws with baguette, marquise, and round diamonds, and a diamond snap give character to the fifth; Marcus
• A domed-cut, carved sapphire is the keystone of the sixth bracelet that includes baguette diamond bars and four strands of sapphires; Marcus
• The link bracelet combines rubies and diamonds; Van Cleef and Arpels
• The lower bracelet is of sapphires and diamonds; Van Cleef and Arpels



VON HORN

MISS KATHERINE MATHER

Three Débutantes of the New Season

• Miss Mather, the daughter of Mrs. Amasa Stone Mather, of Cleveland, Ohio, and New York City, made her New York début at a dinner-dance given by her mother at Pierre's on November twenty-second. Miss Mather, who was presented in Cleveland in the early summer at her mother's beautiful country house at Chagrin Falls, has become identified with the important débutante activities in New York

• Miss Gould, the daughter of Mr. and Mrs. Jay Gould, of New York, will make her début at a dinner and dance to be given by her parents at Pierre's on December twenty-seventh. Miss Gould and her sister, Miss Anne Gould, spent last year in Paris, studying at the Sorbonne



MISS ELEANOR GOULD



VON HORN

MISS ALISON HARRISON

• Miss Harrison is the daughter of Mr. and Mrs. W. Frazier Harrison. of Chestnut Hill, Pennsylvania. She will be presented to Philadelphia society at a dance to be given at the home of her parents on New Year's Eve. Miss Harrison spent last year studying and travelling in Europe



STEICHEN

Muriel Kirkland—the theatrical "find" of last season, who scored so tremendous a success in "Strictly Dishonorable"—gives evidence of having benefited by her experience as an ingénue, for this season, she emerges as a relentless gold-digger and carries away a goodly portion of the honours in that very delightful and successful comedy, "The Greeks Had a Word for It"

SEEN ON THE STAGE

by David Carb

SHOULD it be true in the theatre—as our elders for a great while have insisted it is in actual life—that people and the things they create in the end receive what they deserve, three musical shows and one straight comedy produced during the past fortnight will have long, highly profitable runs. And, from the way they have started, one would have to be unusually unobservant and a determined pessimist besides—the kind who shrugs his shoulders at tremendous enthusiasm and murmurs: "A good beginning is a bad ending"—not to be certain that in their case, at least, merit will be fully rewarded in acclaim as well as in dollars.

THREE'S A CROWD: Learned observers are in the habit of asserting that we Americans lack abandon. They remark often that we are self-conscious; even in our play, they insist, we are ever looking over our shoulders. Many times they have used for example the behaviour of audiences in American theatres; they sit back, we are told, and practically dare the happenings on the stage to affect them. There is unquestionably much truth in what the learned observers say. But, if they will attend a performance of "Three's a Crowd," they will have to revise their credo considerably. There is, however, no immediate danger of that, for it will be weeks, maybe months, before they can push their way into the Selwyn Theatre. When they do manage to get in, they will see an audience that joyously (Continued on page 134)

French Fragrance

On the Scent of New Perfume Mysteries

SAY to a woman, "My dear, what a heavenly perfume! Just like a rose," and she won't thank you in the least. What she wants is a fragrance that will surround her with an aura of mystery. Asked to define it, she will probably reply, "Oh, it's a blend." And roses or no roses, she is quite right, it's a blend.

Many pounds of rose-leaves may have gone into the composition of an ounce of amber fluid, but that's all right, so long as nobody could be quite certain they were there. And if carrots or nutmeg or vanilla or the tarragon plant have contributed that tantalizing and original smell, well and good—let's have onions and cabbages and turnips in our perfumes, too.

Sometimes, it takes ninety different products to arrive at that "*je ne sais quoi.*" The average modern perfume builds itself up from forty or fifty different sources, and the most ingenuous scent counts on fifteen or, at least, twelve. Little do we think about that when we touch a crystal stopper to the tip of our ear. Much less do we think about the huge vats of the great Parisian perfume makers, where musk and civet and castor and ambergris have been ripening for years. Like certain cheeses and certain wines, these animal products, on which all good perfumes are based, improve with age. This is one reason why tradition counts in perfume making and why a good perfume chemist is so hard to find. He needs not only a sensitive nose, but a strong nose, as well—to withstand civet in the bulk.

It's these oily animal substances that give a perfume one of its most important qualities—persistence; though it's not true that the merest touch of undiluted musk on a muslin cloth will be there for good. In twelve months' time, there probably won't be a trace of it left. Anyway, with all their new synthetic elements and chemical compounds, the musk-deer of Thibet and the Mongolian rat are still hunted, the civet of Abyssinia is still trapped, and the sperm-whale still pursued on the chance of picking up a two-hundred pound lump of ambergris, worth fifty thousand dollars or so. It's, indeed, a far-reaching industry, this business of the *parfumeur*.

It takes all kinds of products to make a perfume these days—animal, vegetable, chemical. We don't understand much about the synthetic essences. Chemists only began experimenting on those about 1850, and they keep their own secrets secure, but the animal and



Chanel's "Sycomore" (extreme right) has the scent of the woods, but is, at the same time, a very sophisticated perfume. It is presented with the simplicity and style that mark all of the products of this designer

Chanel's newest perfume, "Une Idée de Chanel," has the delicious, slightly tart odour of a basketful of fresh fruit. The octagonal bottle is in a smart box striped in beige and black



LEE MILLER, PARIS

vegetable products are part of our literary and historical heritage. We know all about the Wise Men bearing gifts of frankincense and myrrh—though it's a surprise to learn that modern perfumes rely enormously on just these two things.

"An amber scent of odorous perfume
Her harbinger!"

was only Milton's way of being up to date. Then, too, there are all those perfume bottles found in ancient tombs.

The list of vegetable products with which an up-to-date perfume factory is constantly supplied reads like a romance and a poem, an ode to far-off wooded lands:

Leaves of thyme and sage and mint
Bark of the cinnamon and the cassia-tree
Cedar, balsam, and sandalwood
Roses and jasmin, grown behind Cannes
Rosemary and lavender from Nîmes
Seeds of anise and caraway,
Bitter almonds and violets
From Sicily: oranges, lemons, and limes
Orris-root and the root of the vetivert
Camphor and myrrh, both resinous gums
And benzoin, from Java, Sumatra, and Siam.

It's the blending of the vegetable and animal *absolutes* with the *synthetics* that makes our modern perfumes what they are—more tenacious, more powerful than all the old perfumes of Arabia, with a variety so infinite as to be uncountable. Lady Macbeth, in this day and age, would have had a better break.

No wonder a tiny vial of deliciously haunting perfume, today, costs as much as a jewel: fifteen hundred dollars for a pound of compressed orris-root. Five hundred dollars may be the price of a pound of essence of rose—and no wonder, (Continued on page 140)

Essence of Charm

1. "Le Chic de Molyneux" is now encased in an exceedingly smart bottle with a vaporizing top that does not allow one drop of the liquid to ooze away
2. Guerlain's "Guerlilas" and "Guerlarose" are tantalizing new perfumes—one moment suggesting the flower for which each is named, the next moment bewildering your senses with a variety of fragrances
3. Houbigant's "Fleur Bienaimée," in an ivory-topped bottle and rose-and-silver box, is a sophisticated blend of flower fragrances

4. Lucien Lelong has called upon Lalique to make these lovely crystal bottles for his perfumes, which fit into the smart black enamel and silver metal container (centre)
5. Worth's deliciously aromatic perfume, "Sans Adieu," is now presented in a bottle with an atomizer, suggesting the pine-cone bottle with which we are familiar
6. "Gemey" is Richard Hudnut's new perfume, a rich, soft fragrance, encased in bottles of different shapes
7. In the square bottle identified with her name, Elizabeth Arden sends out a new perfume, "l'élan d'elizabeth," which blends sweet and spicy scents
8. Jean Patou's new perfume cocktail bar makes "mixing one's own" highly successful. The three large bottles hold three new odours, "Dry," "Sweet," and "Bitter Sweet;" the fourth, called "My Own," is for the mixture one concocts. The seven little bottles have potent essences for further diversity



LEE MILLER, PARIS

NEW LINGERIE

Echoes the Mode



FILMY, delicately coloured fabrics, mingled with cobwebby laces, inspiration of cut and line, incredibly fine hand-work—all combine to make the new lingerie a thing of beauty and allure. Lingerie must keep in step with the mode, and a short, straight nightgown, combination, or slip, is as *démodé* as the "chemise" dress of two years ago.

Nightgowns are inspired by the evening mode, but are allowed an even greater scope of imagination than the evening dress. We are already accustomed to a nightgown that swirls around our feet; the new thing is a nightgown that covers our shoulders and the tops of our arms. Tiny puffed sleeves, dropped shoulders, bertha collars, scarf collars, and even capes—all are tricks borrowed from the evening mode of this year. Long, flowing sleeves, sometimes caught at the wrists, are the nightgown's own interpretation of the evening sleeve idea.

Slips resemble combinations, except that they are longer, but both are often fitted at the top to form a brassière, and tucks, gores, or bias cut eliminate fulness around waist-line and hips. Many women prefer panties and slips in preference to the combination, for, although the new combinations reach the knees in length, skirts are so much longer that there is a gap to be filled. Slips serve this purpose well for light coloured dresses or to repeat a light-at-the-top note—as, for example, a turquoise-blue slip under a black crêpe dress with a turquoise-blue scarf. But many women object to a great expanse of delicately coloured underwear under a dark skirt, yet prefer a light top, and here

The lovely Vionnet lingerie (left) includes a nightgown resembling a dress, made of rose toile de soie quadruple. The maillot to wear under evening gowns is of rose silk jersey. Rose crêpe romain and point turc fashion the slip and panties. Nightgown, maillot, and panties from Saks-Fifth Avenue; slip from Rose Maloof



is where the almost forgotten petticoat comes back for a new and extended lease on life.

For town clothes, the petticoat should be dark, either to match or to contrast with one's skirt or dress. Instead of being bulky, stiff, and cumbersome, like its old-fashioned sister, it fits snugly around the waist and hips and gives freedom of movement by wrap-around or circular cut. It can be of soft crêpe satin, or of triple voile. Sometimes, it is edged with a lace to match or with a flat pleated ruffle; or it may be finished with some delicate, but inconspicuous hand-work. Even though worn with a combination that is lighter in shade and different in fabric, the ensemble feeling between the two should prevail through trimming and design.

Panties fit snugly around the waist and hips by means of flat hip-bands and tucks or gores and are sometimes very tiny and circular in cut. Bloomers are made (Continued on page 142)

Pale blue triple voile fashions Yrande's nightgown (left); Saks-Fifth Avenue. Rose crêpe chiffon and satin combine in her draped gown; Mrs. Franklin. Annek uses shell-pink chiffon and ochre lace; Maloof. Light brown triple voile fashions Yrande's combination and petticoat; pleated pink chiffon, Annek's gown; combination and gown from Saks-Fifth Avenue

THE EVENING MODE

Seen at the

Exclusive Dressmakers



Lenief, with a prodigal hand, scatters gold embroidered leaves across this aquamarine flat crêpe dress, giving it a rich and formal appearance. The one-sided arm drapery, echoing the surplus line, has not been seen before, and the high waist-line is marked by a jewelled belt; from Rose Clark

Augustabernard strews sparkling dots of diamante embroidery on dead-white chiffon, accomplishing a jewel-like effect. The slim moulded bodice extends to straight-hanging circular fulness from the hip-line, and the separate chiffon scarf may be worn in a variety of ways; Rose Clark



Black Satin and Chiffon Renew Their Chic

Vionnet completely avoids any semblance of dulness in this black chiffon dress (below) by adding a delicate black lace bodice and using a pale flesh coloured satin slip, which gives life to the fabrics. The surplus closing and one-sided scarf treatment are inevitable notes of chic; Verben

Black satin is having a notable revival, and nothing looks more distinguished in this season of white and pastel colours. The gown shown above and left is a striking instance of the chic of this fabric. The cleverly cut front drapery is held up by a buckled ruby belt; from Nancy

The back view of this black satin gown, illustrated at the left, shows the effective décolletage, which is one of the most important details of a black dress. The extension of the drapery into becoming circular fulness gives an interesting line to the instep-length skirt; from Nancy



ANTON BRUEHL

Accessories to the Acts of Smoking and Drinking

• At the top is a cigarette-case of eighteen-karat white gold with bands of square rubies and round diamonds; from Mauboussin
• Directly below it, at the left, is a gold vanity-box with black enamel sides and a new end opening; from Udall and Ballou
• Next across the page are an inlaid jade cigarette-case, a white gold and Paladium vanity-case with sapphires and diamonds, and a blue enamel vanity-case (below); Van Cleef and Arpels
• Below are a white gold vanity-case, with rubies and diamonds; a jade holder with diamonds, lapis, and enamel (right); and one of tortoise-shell, onyx, diamonds, lapis, emeralds; Mauboussin

A PORTFOLIO OF CHRISTMAS GIFTS

Abstract Gifts

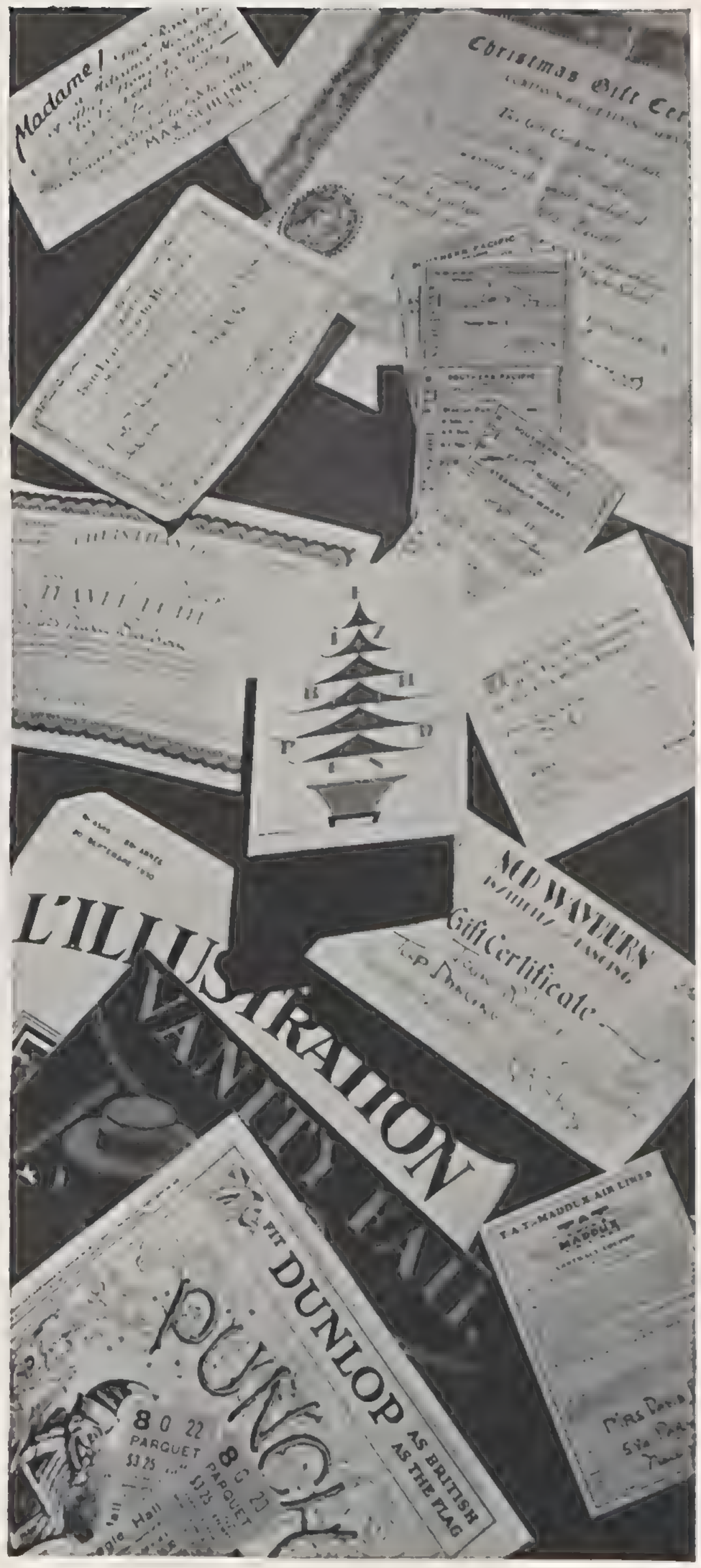
A BLACK-EYED Susan is only an aesthetic treat to a cow. Clover promises future bliss. She gets the real delirium sometime after chewing the cud. So, amid all the tangible glamour of the Christmas Tree, there are certain momentous scraps of paper that awaken the loudest whoops of joy, because they promise things that are going to make you laugh or cry or gasp long after the tinsel is down and the tree has shed all over the library Aubusson.

When people already have everything, there is no use in trying to give them that old thrill of childhood in regular ways. Startle them. Sweep them off their feet with something that they can not pinch or smell or taste or see—say an adventure. The actual ticket for an air cruise from Miami to Santo Domingo, Havana, Haiti, San Juan, in tri-motored Fokkers with neat little Spanish-speaking stewards in charge of your comfort. Or a trip by air across the continent, swooping down to sophisticated awnings set out on bare Western deserts, a trip to California, or a more leisurely cruise by boat in Eastern or Western seas, one of those new oceanic rambles on the other side of the Equator to South America and across to South Africa. Or this new one hundred and forty-two day cruise to the South Pole and Byrd's Bay of Whales, de luxe on the Good Ship Polaris.

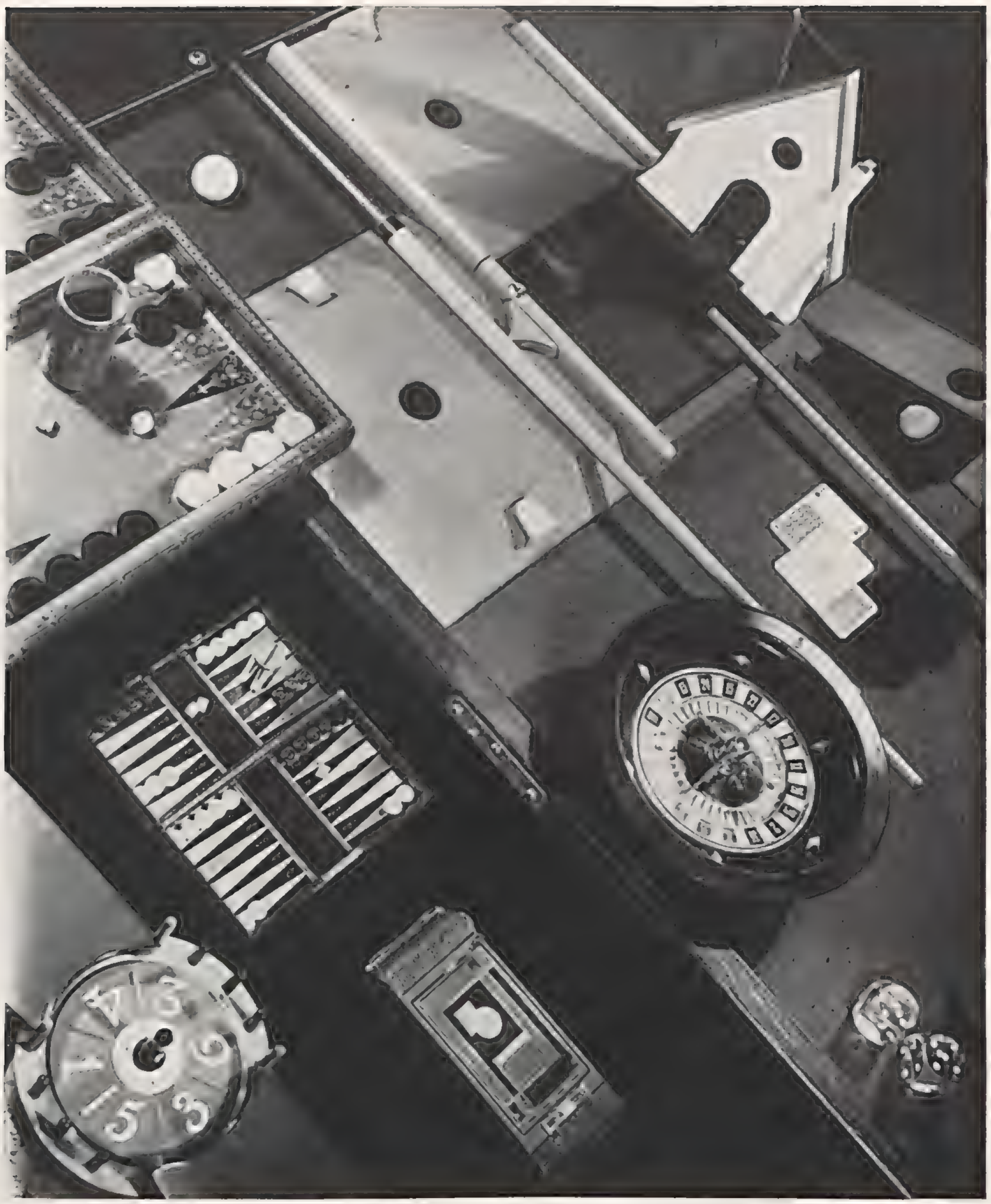
Give them their future—or the general tendencies of it, in a horoscope, or planetary indications, or detailed planetary reports, or a personal interview with Evangeline Adams. All she needs to know is the hour and date and place of birth. Or their past, back to William the Conqueror, in the shape of a family history by Viola Root Cameron, genealogist.

If you are an amateur of fires, and have the slightest possible official excuse with the Fire Department, give a private alarm that rings all the exciting blazes in the city.

An old lady will, we guarantee, feel a return of childhood (Continued on page 133)



ANTON BRUEHL

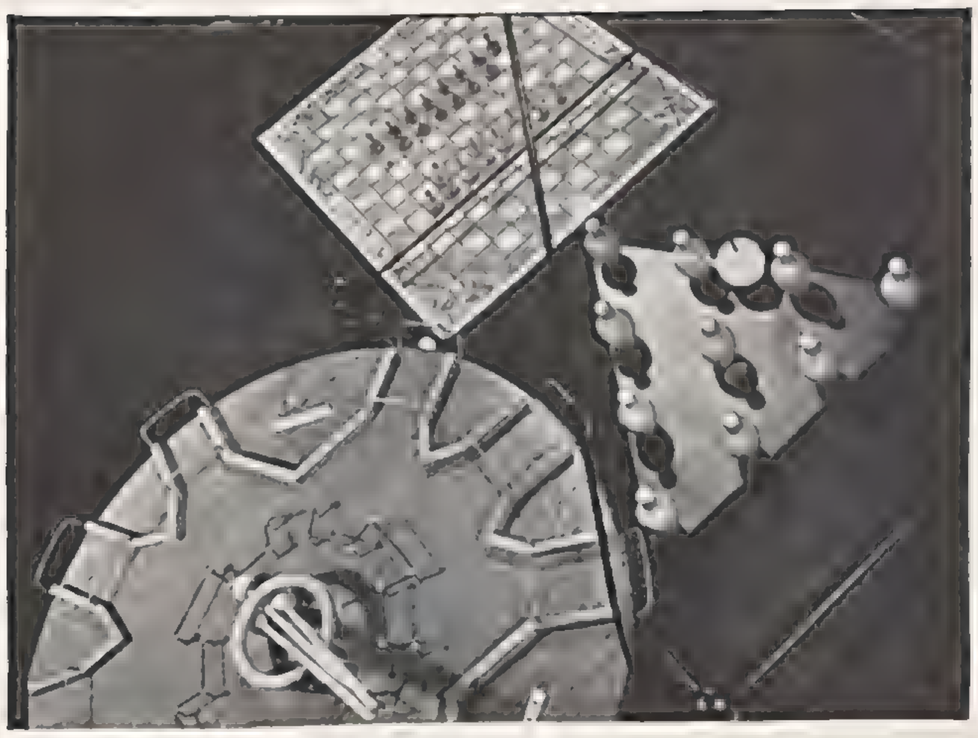


LEON DE VOS



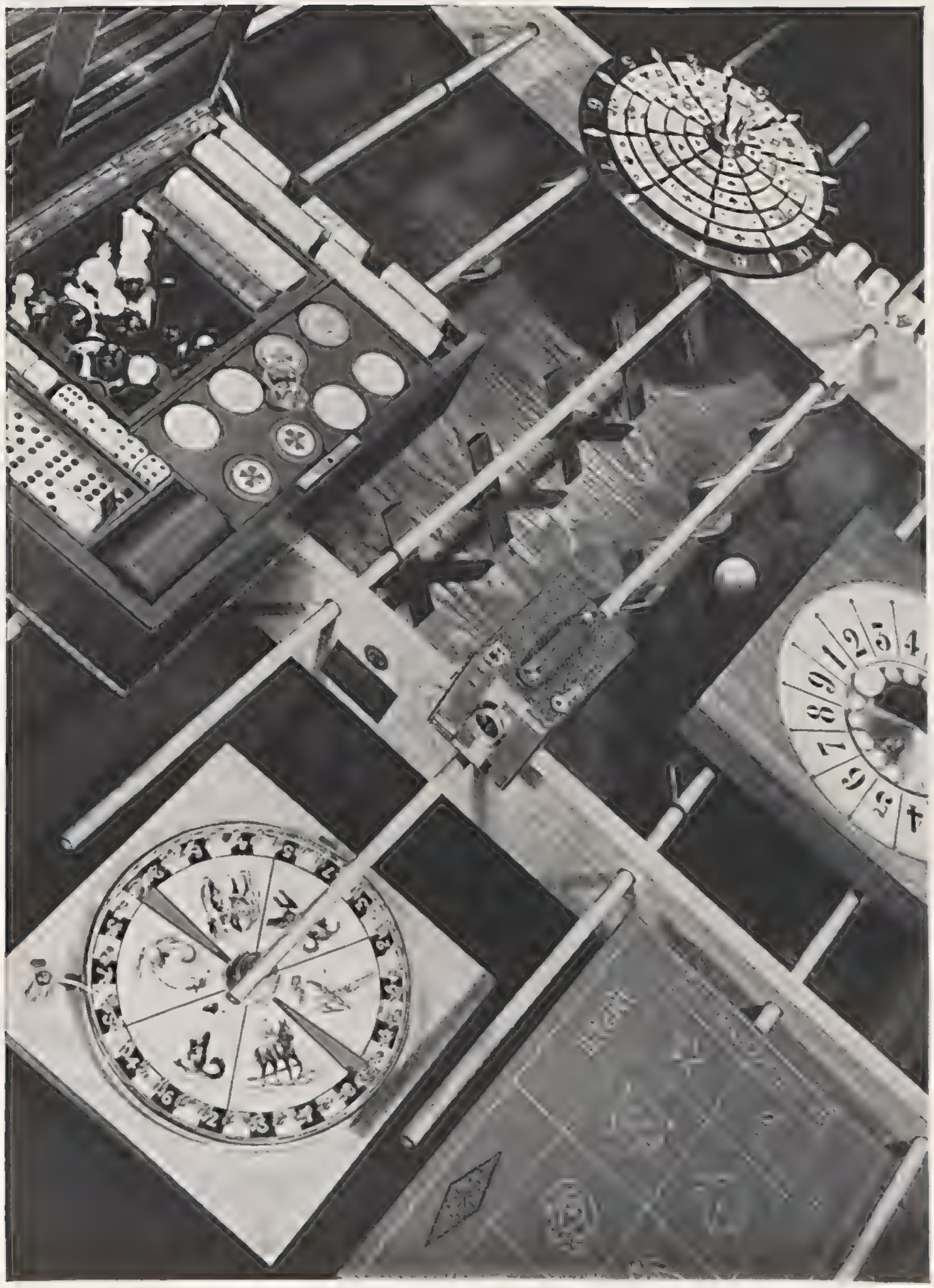
• An exciting golf game, played with billiard cues, is shown on the billiard-table above; Stern. The tooled leather backgammon set that folds up like a book (above, left) and the tiny travelling backgammon set directly below it are from Cartier. The pseudo-roulette game (lower left corner) is from Stern; the enamelled-front camera (lower centre) from Eastman Kodak Company; the aluminum playing-cards (right centre) and the large amber coloured dice (lower right corner) are from Abercrombie and Fitch, and the variation of roulette (right centre) from Stern

• At the left is shown another type of that modern necessity, the backgammon-board; Abercrombie and Fitch. For the chess enthusiast is the fine board with ivory men; Abercrombie and Fitch. A diverting new game is puff billiards; from Saks-Fifth Avenue



• At the left are shown "Pirouet," a baffling game of chance (lower left), Saks-Fifth Avenue; "Camelot," which is similar in theory to checkers, Stern; and "Ja-Bowl," a game to test your manual skill, Abercrombie and Fitch

• A football game, "Kikit," is played on the table shown below; Abercrombie and Fitch. The game box, upper left, is equipped with backgammon, chess, checkers, dominoes, cards, poker chips, and poker-dice; Abercrombie and Fitch. At the upper right is "Pokerette," Saks-Fifth Avenue; at its right are poker-dice, from Abercrombie and Fitch. In the centre is a snap-shot camera; Eastman Kodak Company. At the centre right is a roulette game, from Stern; at the lower left, a new animal roulette game, from Stern



LEON DE VOS

NEW GAMES

Christmas Parade



KEEPING step to the music of the operatic duck, the big parade marches on into a thousand nurseries. Of course, there are delays—our chivalrous policeman halts the procession with a blast of his shrill whistle and lets the competent nursemaid cross the street, the bear has to pour himself a drink, the horse insists on balking, and the elephant is slow, to put it mildly, but, once arrived, the toys have come to stay. Most of the animals are soft and squashable, except the duck, the ostrich, the horse, the cow, and the dodo, which are of wood, the felt frog, and the very hirsute straw pegasus. Barnum and Bailey's includes the tree shown above it. The be-zippered boy can be dressed and undressed, and the canine kiddie car, from the Playland Gift Shop, is always eager for a young rider.



competent nursemaid Park Ave Bram Stern

whistling policeman Saks 5th Ave



straw pegasus Wanamaker

snooty airedale Stern

irresistable child Stern

canine kiddy car Play land

prairie schooner Childhood Inc

Wmury

motherly kangaroo may fair

industrious teamster Schwarz

operatic duck Play land

Barnum and Bailey's Saks 5th Ave

stylish zebra Saks 5th Ave

chi chi poodle Play land



MARTINUS ANDERSEN

Shining Glass and Tinkling Crystal

A very modern gift is the crystal picture-frame (top, left); Udall and Ballou. The cocktail shaker is of crystal and gold; Cartier. The crystal decanter with a silver padlock (top, right), the two engraved crystal bowls, and the glass saucer (right) are from Stern. The slender vase with a black base, the engraved crystal vase, and the three finger-bowls (left) are from Fostoria Glass Company. The black and the pale blue glass perfume bottles (centre) have leaf and bird stoppers; Saks-Fifth Avenue. The black-and-white plaid glass high-ball and cocktail glass and plaid ash-tray (right) from Rena Rosenthal. The numberless, hand-less clock (foreground) tells time in an unusual way; Stern. The all-crystal diamond-set pendant watch and silver-and-crystal ash-tray from Van Cleef and Arpels



MARTINUS ANDERSEN

Transparent Excuses for Giving

The four corrugated glass flower vases (top) form a decorative ensemble with the corrugated glass cigarette-box (centre); from the Fostoria Glass Company. Lalique designed the graceful liqueur bottle (left) and the slender glasses to match; Saks-Fifth Avenue. The silver picture-frame (upper right) is made more modern by a decoration of mirrors; Cartier. An interesting bibelot is the round glass globe (centre) engraved with horses. This and the crystal vase next to it are from Rena Rosenthal. The globular glass perfume bottle with the terrier stopper (lower right corner) is from Saks-Fifth Avenue. A glamorous gift for the curious is the crystal watch (lower right) in which the mechanism can be observed in back; Van Cleef and Arpels

FRIENDLY GIFTS

Pet Ideas for Christmas



THE next best thing to having the world at your feet is to have a dog at your heels. Some of us feel the same way about a kitten before the fireplace, or a bird in a gilded cage, or a mad little marmoset to mimic our foibles. And, about now, when brains are being racked for Christmas gifts, Vogue suggests you give them a thought. They're the only friends money can buy. And whether you're six or sixty, they make life worth living and the twenty-fifth of December worth hanging up your best chiffon stocking for.

But before you make the plunge out to a suburban kennel, do a little psychoanalyzing of both dogs and their intended recipients. The canine kingdom, you know, has as many temperaments as the human. There are philosophers and scamps, mystics and snobs and saints. Some are at home on a satin cushion, others must stretch their legs and lungs in the open country; while others amiably fit in anywhere.

A little German fellow with this last important virtue is the wire-haired dachshund—the old sleek-haired fellow with a new rough coat. Débutantes insist he has more chic than any other dog in Christendom, and the longer and lower his chassis, the more rapturous they are. In a way, he's like them. He loves to go. He's practically tireless. He has enthusiasm and brains and Heidelberg style. Not that he isn't a man's dog, as well. You see, originally, his job was "to go to earth." After the hounds had run a badger into his burrow, his task was to go in and get the quarry. That's why his legs are (Continued on page 124)



DANA B. MERRILL

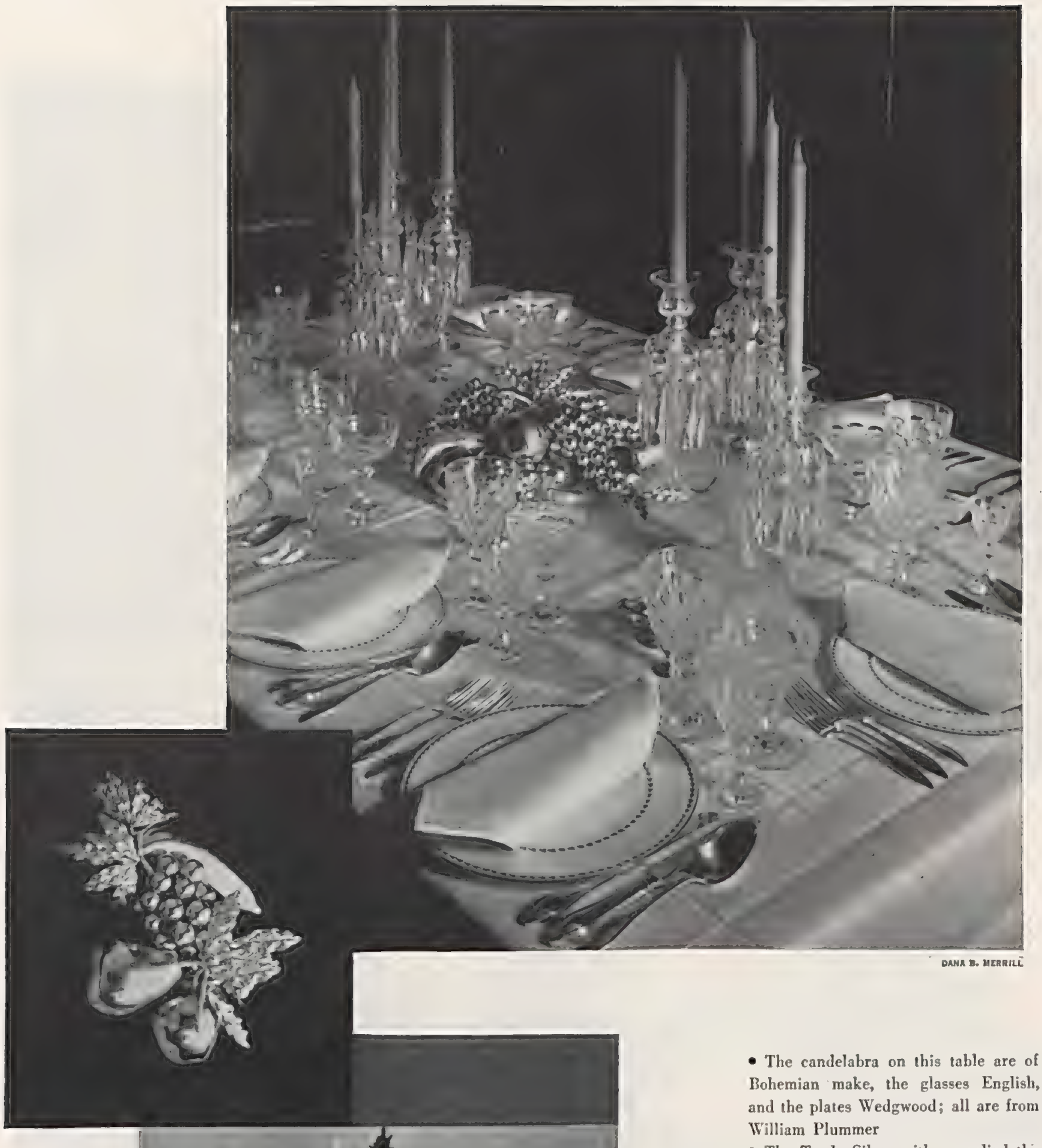


1. Blue-shell parrakeets in a star-spangled cage; Adrian, Los Angeles
2. Siamese kittens—the epitome of feline chic; Miss Alice Maxson
3. A Mona monkey up to some mischief; Henry Bartels, Incorporated
4. A Shetland pony is a child's gift of gifts; Belle Meade Farm, Virginia
5. Irish setter puppies from the Milson Kennels, Harrison, New York
6. Wire-haired dachshunds — the smartest dogs in Christendom; Ago Farm Kennels, North Stamford, Conn.
7. English sheep-dogs; from Mrs. W. K. Hitchcock, Pleasantville, New York
8. Sealyham terrier infants; from Elckat Kennels; Madison, New Jersey
9. Brainy toys such as this Peke, owned by Mrs. Strutton, from Mrs. Richard Quigley, Lock Haven, Penn.
10. Canny young Scotties; from Ballantrae Kennels, Scarsdale, New York

TAUSKEY

Q-HERBERT PHOTOS

Animated Holiday Greetings



DANA B. MERRILL



MARTINUS ANDERSEN

• The candelabra on this table are of Bohemian make, the glasses English, and the plates Wedgwood; all are from William Plummer

• The Towle Silversmiths supplied the beautiful table implements of high polish and fine design. The silvered fruit is from Ovington

• A damask table-cloth (also in Seta silk) is in the pattern called clematis from McCutcheon. The blazing plum pudding is from the St. Regis

• (Opposite page) The mirror sideboard is from Jones and Erwin; the candelabra are from Black, Starr and Frost-Gorham; glass finger-bowls from Gilman Collamore



MARTINUS ANDERSEN

Christmas in Crystal and Silver

A GLITTERING Christmas is so seldom our portion in these days—we, dwellers in the steam-heated area of cities—that, failing the snow and icicles of Nature's decoration, we are trying in these Christmas suggestions to create a little indoor brilliance of the seasonable kind. So here is collected all the sparkle possible from cut glass and crystal, silver and silvered fruit, backgrounded by glistening damask or reflected in mirrored surfaces. A touch of holly and mistletoe is used to set off the different whites, as well as to show that tradition has not been forgotten, but the real idea is to be as icy, snowy, and starlighty as possible.

The menus, on the other hand, should emphasize the never-to-be forgotten Christmas foods, cooked as they should be, but so seldom are.

The Christmas menu given on page 132 was suggested to Vogue by Monsieur Louis Diat, the *chef de cuisine* of the Ritz, who is responsible for more royal feasts than he can even remember. Among the recipes specially to be remarked is that for "Carlton stuffing," a felicitous combination that has never before been available outside of the Ritz kitchens.

Consommé des Viveurs: A clear consommé is prepared in the ordinary way and well flavoured with celery. This is then coloured with beet-juice, and celery Julienne, or thin match-like strips of boiled celery, are then added.

Striped Bass and Scallops à la Marinière: The bass and the scallops are poached together with some minced shallots, chopped parsley, salt, pepper, and a little white cooking wine. When these are cooked, they are removed to a platter, and the liquor in which they were cooked is reduced. This is then thickened with a small amount of cream sauce and the yolks of two eggs, a piece of sweet butter is added, and the resulting sauce is poured over the bass and the scallops.

Carlton Stuffing: This stuffing can be used for any kind of poultry. A chopped onion, a pound of chicken livers, cut in quarters, and two bay-leaves are fried in sweet butter. This mixture is seasoned to taste, and a little chopped parsley and a pinch of ginger are added. Next, a quarter of a pound of bread-crumbs that have been moistened with milk are added, and the mixture is blended together thoroughly.

Sweet Potatoes, Louisiane: The desired number of sweet potatoes are boiled and cut in slices a fifth of an inch thick. These are arranged, overlapping one another, in circles in a round earthenware dish. Enough maple syrup to cover them is poured over, and the dish is heated in the oven. Just before it is served, it is sprinkled with sugar and glazed under a hot (Continued on page 132)



MACY'S • LORD AND TAYLOR • LORD AND TAYLOR



LORD AND TAYLOR

LORD AND TAYLOR

MACY'S

• Puffed sleeves add great chic to an imported voile frock with hand-hemstitching and tiny buttons across each shoulder. In sizes two to six, the price is under $5; from Macy's

• A smocked party frock of crêpe de Chine is very smart for a young lady of six years. The one shown in the centre above is available in pale green, blue, or pink, with smocking in a deeper shade, and costs less than $7; from Lord and Taylor

• The young man of two to six will wear a knitted suit in yellow-and-white, which is made also in blue or green. In spite of the fact that it is imported, it costs less than $9; from Lord and Taylor

• Knitted just like a sweater, the pink bathrobe at the left below is very warm and practical. It may be had also in blue. In sizes one to three, the price is less than $4; from Macy's

• Flannel pyjamas with white rabbit appliqués are proudly worn by the two children at the left. They are available in pink, white, and blue, in sizes two to six. They cost less than $9; from Lord and Taylor

Chic Economy for the Younger Generation



• The little boy contemplating his Teddy-bear feels very important in his suit of jersey with its bright red trousers and round-necked slip-over sweater of natural jersey with red striping. In sizes two to six, its price is less than $4; from Macy's

• Winter days in Central Park demand warm, comfortable clothes. The double-breasted green tweed coat at the left, above, has a beaver lapin collar and a stitched tweed hat to match, with a jaunty feather. In sizes one to three, it costs less than $23; from Best

• The younger child at the right, above, steps forth very warmly clad in a pink wool coat, with a scalloped collar, and leggings and hat to match. This set is also very charming in blue and is for the child of six months to two years. The price is under $16; from Best

• Nothing could be more becoming and appropriate for hours of play indoors than the rust coloured linen dress and suit, trimmed with collars and cuffs of natural linen, shown in the two illustrations at the right. The very moderate price of each, in sizes two to six, is less than $4; from Lord and Taylor



LANVIN—JAY-THORPE

• One of the compensations for reaching the years of discretion is the suitability of luxurious fabrics. The silver lamé collar, which breaks any unfortunate line in front, is the only trimming on this black crêpe dress, by Lanvin. The black felt hat is low of crown, brimmed slightly and trimmed with black fur; Jay-Thorpe. Coiffure by Dumas; jewels from Marcus

VON HORN

THE FASHIONABLE FORTIES

By Grace Hegger Lewis

AT lunch the other day, a woman who holds an important position in a large advertising agency queried, "Is this change in skirt length, this recognition of the normal waist-line, going to usher in a new era of elegance and leisure, or are we to go on being the professionally youthful nation of the world? If the former, you know it must have a revolutionary effect upon our advertising."

No bull ever responded with more excitement to a red rag than did I to this question. I was wearing a Patou coat of raisin coloured wool, with collar, cuffs, and a border of flattering Sitka fox. My hat was a bicorne of felt, dyed to match, and my dress of crêpe was in the same raisin tone, dipping a very little in back to follow the slightly dipping line of the coat. Both coat and frock were belted tightly at the normal waist. For the first time in five years or more, I was dressed to suit my type and my figure, and I liked myself. I am five feet seven, small of waist and long of leg, but my calves are too fat and my shoulders too broad, with the result that, in the popular chemise dress, which so long had been accepted in a variety of materials for everything from golf to the most formal evening attire, I seemed square and heavy and all my worst points were emphasized. In this new costume, I was as slender as my (Continued on page 120)



CHANEL—BERGDORF GOODMAN



BRUCK WEISS



VON HORN

JAY-THORPE

• No costume is more useful than a black wool suit like this model from Chanel. It is trimmed with black Persian lamb and has great dignity. The black felt tricorne from Goupy has becoming width. From Bergdorf Goodman

• A surplice coat-dress of black wool—tailored, but without that overfitted look of which forty is often guilty—is softéned by a scarf and sleeves of black galiak. The black felt hat is a bicorne—the chic hat of the moment and very becoming to the older woman. From Bruck Weiss

• This beige crêpe frock is as smart for a young woman as for an older one, but it has none of the faults of very young clothes. The cowl neck-line is particularly becoming. The brown felt brimmed hat with its feathered brush, the sable scarf, and suède bag are smart accessories. From Jay-Thorpe



HOLLANDER • BEST • LORD AND TAYLOR

UNDER YOUR FUR COAT

THIS is the time of year when your wardrobe has settled down, your mistakes—if you've made any—have been discarded, and your fur coat, new or old, comes out into the open. And with it, as a smart filler to vary your winter ensemble, you will undoubtedly find yourself in need of a separate frock that will brighten your spirits on a dull winter day.

The first point to think of in choosing such a frock is colour—and a gay contrasting shade is far more chic than one that matches monotonously. Red is very smart and by no means a colour for youth alone. Nothing could be better for a slender white-haired woman than the red frocks illustrated on these two pages. Golden-yellow is smart, too, and a clear green, and, of course, black with white or a colour in striking contrast.

But for each and every frock, two rules should be remembered—one for the top of the frock, one for the bottom. First, remember that a becoming neck-line showing under the collar of one's coat is both smart and flattering. And, second, remember that, while too short a frock looks like season before last, too long a frock adds ten unwelcome years to the wearer.

• Very charming under a brown fur coat would be the collar of this yellow-gold crêpe de Chine frock; less than $80; Hollander

• A black patent leather belt trims this red crêpe de Chine frock costing less than $50; Best

• This tunic frock of black crêpe de Chine has a white cowl neckline; under $50; Lord and Taylor



ELSIE GREENOUGH • LORD AND TAYLOR • LORD AND TAYLOR • BEST

NEW WINTER FROCKS WITH A FLATTERING NECK-LINE

• The one-sided collar of this simple green crêpe de Chine frock may be worn open, as shown at the left, or buttoned up about the neck, which gives a smart look under fur coats. It costs less than $65; from Elsie Greenough

• Large crossed revers lend a tailored air to this red crêpe de Chine frock with a skirt that gives the effect of a tunic; at less than $70; Lord and Taylor

• Light blue and black are charmingly combined in this tunic frock of crêpe de Chine, with an extra scarf. It costs less than $50; Lord and Taylor

• For more formal occasions is this delightful tunic frock of red crêpe de Chine with gold embroidery. Its short sleeves are very smart, and the becoming neck-line would look well indeed under a coat. It is priced under $70; from Best



SAKS-FIFTH AVENUE BRUCK WEISS



BRUCK WEISS

On these frosty week-ends in the country, life is only perfect when chic is coupled with warmth. All of these ensembles—which have both in good measure—may be purchased in the New York Shops

SHOP-SNAPS



PHOTOGRAMS SAKS-FIFTH AVENUE • WANAMAKER WANAMAKER

• Schiaparelli recommends for a week-end this grey, green, and yellow tweed suit with a yellow blouse; Bruck Weiss

• This reversible leopard cat ensemble is the same as shown below, left; Saks-Fifth Avenue

• The lady on the fence has removed her Schiaparelli jacket to show her long-sleeved yellow chamois blouse; Bruck Weiss

• One smart arrival in the scene below wears a green suit reversibly lined with leopard cat; Saks-Fifth Avenue

• Her companion wears Heim's grey wool suit with a long coat. The suit minus the coat is shown below; Wanamaker. Luggage from Arthur Gillmore

• (Opposite page) The collarless black-and-white tweed suit has an Ascot scarf; Altman

• A wool frock with a yellow top and brown skirt is chic for cold week-ends; Bruck Weiss

TIPS ON THE SHOP MARKET

• By Shop-Hound



• the Shophound

Vogue's Shop-Hound practically spends her life snooping about the shops. If you need shopping advice, write to Vogue's Shop-Hound, 420 Lexington Avenue, New York (and enclose a stamp)

WERE I to make a list of standard products, I should certainly include in it Jaegar polo coats. Fashions may come and go, but still there is always a very definite need in both men's and women's wardrobes for the inimitable polo coat, and of all real or pseudo polo coats, Jaegar is the pioneer, the standard, and the best. In the Fifth Avenue shop, there are all sorts of weights and models and things. And Jaegar is almost painfully conscientious about the garments being all wool. They tell me in there that most people don't realize what they are getting in a camel's-hair coat. Because it doesn't weigh much of anything, they think it can't be warm. But it's about twice as warm as most coats. For driving, sitting about at race-meets and such, the polo coat has no equal. Every sportsman knows that. I only wish somebody would read this and buy me one for Christmas—I need it.

• Just a word about the vast assortment of coloured evening gloves at Saks-Fifth Avenue. They reach from white, of course, through the palest shades of pink and blue (including turquoise) to wine-reds, deep green, dark browns, and black. They are made in the usual evening length and also in slightly shorter and slightly longer lengths. They don't cost so much, really.



ALTMAN • BRUCK WEISS FOTOGRAMS

• The one Christmas present that never wears out its welcome is the frivolous, absolutely feminine present. Women always want more of these exquisite, extravagant things. Eleanor Beard's shop of quilted things is, as usual, full of the most fascinating presents that ever saved a harried Christmas shopper's life. There are taffeta quilted bedspreads, delicate ones of thin silk and lace, pillows with wonderful quilting, beautifully made cases for everything that could conceivably need a case, thin, thin linen pillow-slips, and more things than I can tell you, all in the most ravishing colours and alluring materials. There are some quilted sun-fast gingham bedspreads that would be perfect to give to a country house hostess. These are appliquéd with charming patterns in gay coloured ginghams. The hollyhock pattern is a particularly good one. Look at the quilted bed jackets, of taffetas and crêpes. If they don't get away from the deadly tradition of the "quilted bed jacket," then Shop-Hound is just a big, foolish Saint Bernard.

• That same Russell Wright who makes the fantastic masks I told you about in an earlier issue has designed a collection of cocktail paraphernalia that I consider quite epoch-making. It combines the height of modernité with the height of practicality, and, if you think that's easy or commonplace, just (Continued on page 118)



The Modern Empire Frock

• Evening Frock No. 5484—Reminiscent of the Empire mode is this lovely evening frock of Mallinson satin in black or of Louis Roessel crêpe roma in white. A long, full skirt is pleated at the front and back and joined to the bodice under a tied girdle. The shoulder-straps may be jewelled or made of the frock material. Designed for sizes 14 to 20

CHRISTMAS GIFTS

From Designs for Practical Dressmaking

PROVIDED that the sight of a needle holds no terrors for you, and words like gusset and godet are music in your ears, you can be spared a great many Christmas shopping trials. You need only your tried and true sewing basket, a comfortable chair, and a fire in your grate—a cat is optional—to achieve really remarkable things.

Afterwards, when your toil is done, you will find that the recipient of your gift will give it the warmest possible welcome since, in the words of the sages, the gift you make yourself possesses even more value than the one procured after hours of careful shopping.

For instance, the short evening wrap shown at the right will certainly please any friend not averse to frivolity. Equally appropriate and welcome would be the lovely lace and crêpe satin slip, also shown at the right, with the fitted line that makes such a perfect foundation for any evening frock.

Really fine lingerie is never greeted with that lukewarm enthusiasm that marks the receipt of so many other gifts. You may depend upon any one to like the nightgown with a bertha collar and little ruffles, which can be made from design number 5459, in any number of materials.

Since you are only human after all, you have probably given up the idea of finding a gift at the same time unusual, practical, and inexpensive. However, given an old fur coat, or even several strips of fur or fur cloth, you can make a scarf and a muff from design number 5437 that would delight any one living in these arctic regions. The scarf may take the form of a collar tying in front, a very military little shoulder cape, or an Ascot tie. This all sounds like a formidable undertaking, but it is in reality very simple.

Collar and cuff sets also give your imagination an opportunity to accomplish something really new. Almost any material is at your disposal, and design number 5306 allows you to fit several types of neck-line and to finish them as you like.

Not so long ago, lounging pyjamas were regarded with an eye of distrust and caution. Now, they are a necessity both for the lady of leisure and the lady in need of leisure. From design number 5429, you can make a very smart one-piece suit from whatever material strikes your fancy. It has amusing full trousers, a trim waist-line defined by a buttoned belt, and a very endearing, devil-may-care air about it.



• Evening Wrap No. 5338—A charming short evening wrap of Stirn's velveteen in any pastel shade has a soft collar in one piece and a scarf falling from the shoulders in back. Designed for sizes 32 to 40

• Evening Slip No. 5446—A fitted slip of crêpe satin in cream colour, from Haas, may have a pantie section concealed under the skirt. Lace trims the neck-line and forms the inserted godets. Designed for sizes 14 to 46

CHRISTMAS LINGERIE

At the Point of the Needle

THERE is no need to feel that something occult and tremendously difficult lies behind the making of a Christmas gift. On the contrary, the ones shown on this page are extraordinarily easy to put together. The bed jacket below, for instance, is simply cut, it has epaulet sleeves, and it manages, in spite of all, to achieve a deceivingly intricate air. The sleeves could be trimmed with that piece of lace you have been treasuring for years against just such an occasion. To end that grim paralysis of the imagination that comes from trying to think of a really practical gift, a négligé is shown at the left. It, too, is easily made and will be one of the most useful items in any wardrobe; at the same time, the négligé is among the most satisfactory from the point of view of smartness. It can be long or short, trimmed or untrimmed, and its particular rôle in life is determined by the material you choose for it. The tie-on blouse of metal chiffon shown in the centre would make a delightful gift. It has smartly flaring sleeves and a peplum in the back.

The younger generation finds it vital that its dolls be fully as well dressed as itself. If you know a little girl who is particular about even the smallest detail of her doll's wardrobe, you could not do better than to present her with the costume made from design number 20008, shown on page 114. An equally imposing design for the doll of tenderer years appears on the same page. These ensembles should enable a doll to meet any crisis with savoir-faire. If you have been at a loss for something to give a child who is well supplied with toys and books, this should help you out, for the frocks may be fitted to a doll of any size.





DESIGNS FOR
PRACTICAL DRESSMAKING



• Néglicé No. 5485—Both charming and practical is the soft blue négligé of Haas crêpe satin, shown above. It may be ankle length or shorter. Designed for sizes 14, 18, 40, 44

• Overblouse No. 5483—A tie-on overblouse of metal chiffon from Cheney, shown in the centre, has sleeves kimono cut in front and raglan in back, flaring above tight cuffs. Designed for sizes 14 to 44

• Bed Jacket No. 5414—Epaulet sleeves with lace cuffs distinguish the flesh coloured jacket (right) of triple chiffon from the Foremost Fabrics Corporation. Designed for sizes 14 to 44

Formal soup par excellence!



CONSOMMÉ

. . . served jellied or hot

Whether you elect to enjoy this Consommé daintily jellied or as a bracing, hot, invigorating liquid, you will detect in it, either way, the fine French hand of Campbell's famous chefs. Such a subtle blending requires genius! It graces the most exquisite table. Amber-clear broth of choice beef, with deft flavoring of carrots, celery, parsley, onion and seasonings. 12 cents a can.

MEAL-PLANNING IS EASIER WITH
DAILY CHOICES FROM CAMPBELL'S 21 SOUPS

Your choice . . . Every Soup you ever want, at its delicious best!

Asparagus	Mock Turtle
Bean	Mulligatawny
Beef	Mutton
Bouillon	Ox Tail
Celery	Pea
Chicken	Pepper Pot
Chicken-Gumbo (Okra)	Printanier
Clam Chowder	Tomato
Consommé	Vegetable
Julienne	Vegetable-Beef
	Vermicelli-Tomato



LOOK FOR THE RED-AND-WHITE LABEL

Campbell's Consommé Jellied

To contents of can of Campbell's Consommé add one and one-half level teaspoonfuls of granulated gelatine, heating the soup until the gelatine is dissolved. Chill in a refrigerator for at least three hours . . . Serve in cooled bouillon cups.



DESIGNS FOR PRACTICAL DRESSMAKING

Three New Frocks That Have a Hint of Flattering Formality



• Frock No. 5480—Duplan flat crêpe in brown and Vionnet-pink, joined by faggoting, are combined in this wrapped frock of unusual dignity and charm. It has short kimono sleeves lengthened by one-piece sleeves tying at the wrist. The twisted girdle in the back joins the knotted tie at the left-side front. A soft shawl collar makes a becoming neck-line for an older woman. Designed for sizes 34 to 44

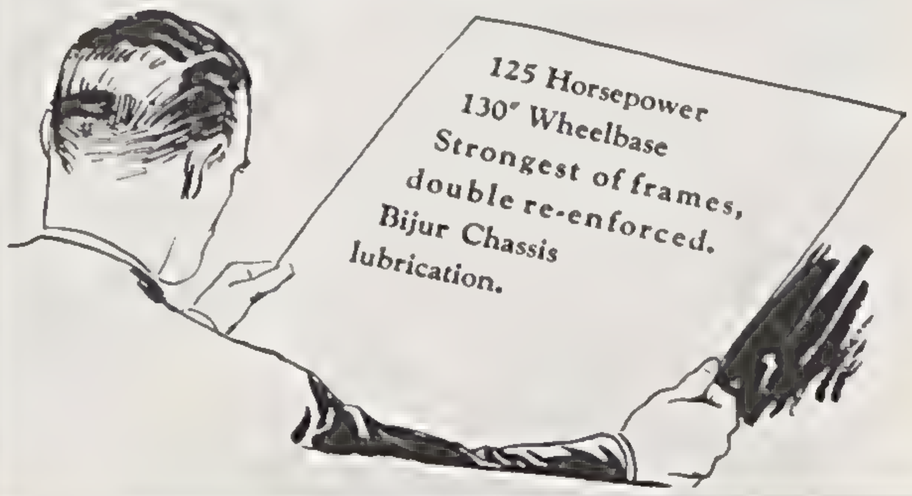
• Frock No. 5481—This two-piece frock in topaz and brown is a worthy exponent of the theory that interest should centre in the neck-line of a winter frock. The unusual collar continues below the belt of the overblouse. Set-in sleeves are finished in gauntlet cuffs, and the skirt is circular at the right-side front. The material is crêpe magda from the Foremost Fabrics Corporation. Designed for sizes 32 to 42

• Jacket No. 5482 Skirt No. 5487—The use of Julius Forstmann's kashmirita in black and bright green and a scarf collar of galiak make this model outstandingly chic. The jacket has an irregular front closing, set-in sleeves, and shaped inserted side-back sections. The skirt has inverted pleats in front, which give the appearance of wide box pleats. Designed for sizes 32 to 42; skirt, 26 to 38

Patterns may be purchased from any shop selling Vogue patterns, or by mail, postage prepaid, from Vogue Pattern Service, Greenwich, Connecticut; 1196 The Merchandise Mart, Chicago, Illinois; or 523 Mission Street, San Francisco, California; in Canada, 70 Bond Street, Toronto, Ontario. Prices of patterns are given on page 158.

Make Your Own Comparison To Prove Auburn Offers Greatest Value

Study the Specifications



Have a Mechanic Go Over It With You



Ask him to go over the car with a "fine tooth comb."

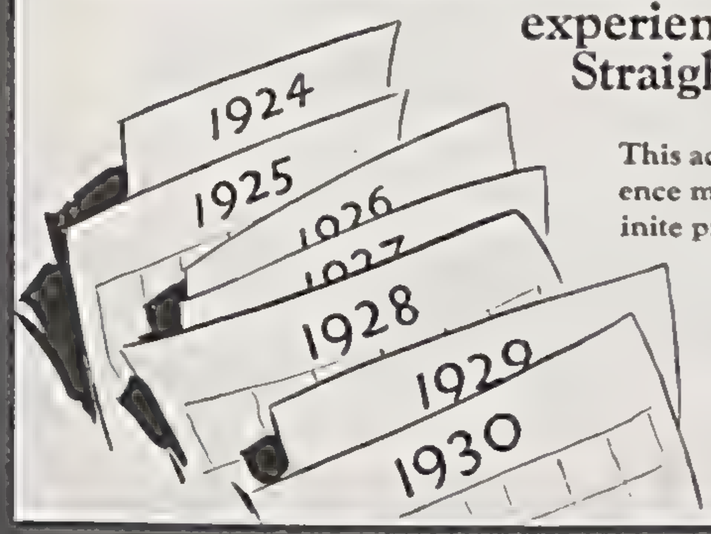
What Auburn Owners Say



Auburn's growth is entirely traceable to satisfied owners.

Auburn's policy of no frequent radical changes protects the investment of owners.

Consider Auburn's more than six years' experience building Straight Eights



This accumulative experience makes Auburn a definite proven value.

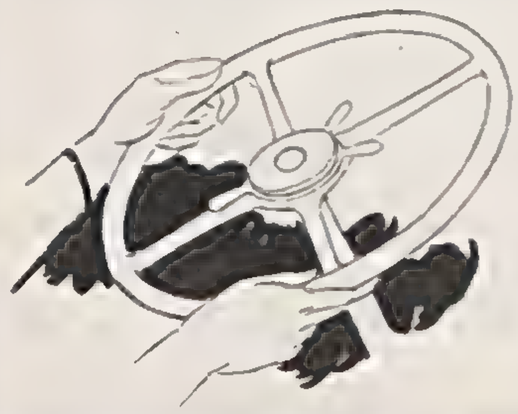
Nothing finer can be said of any car than Powered by LYCOMING.

Sit in it—



Note the scientific seating arrangement, the ample head and leg room, the unusual comfort, and the ease with which you reach the wheel and controls.

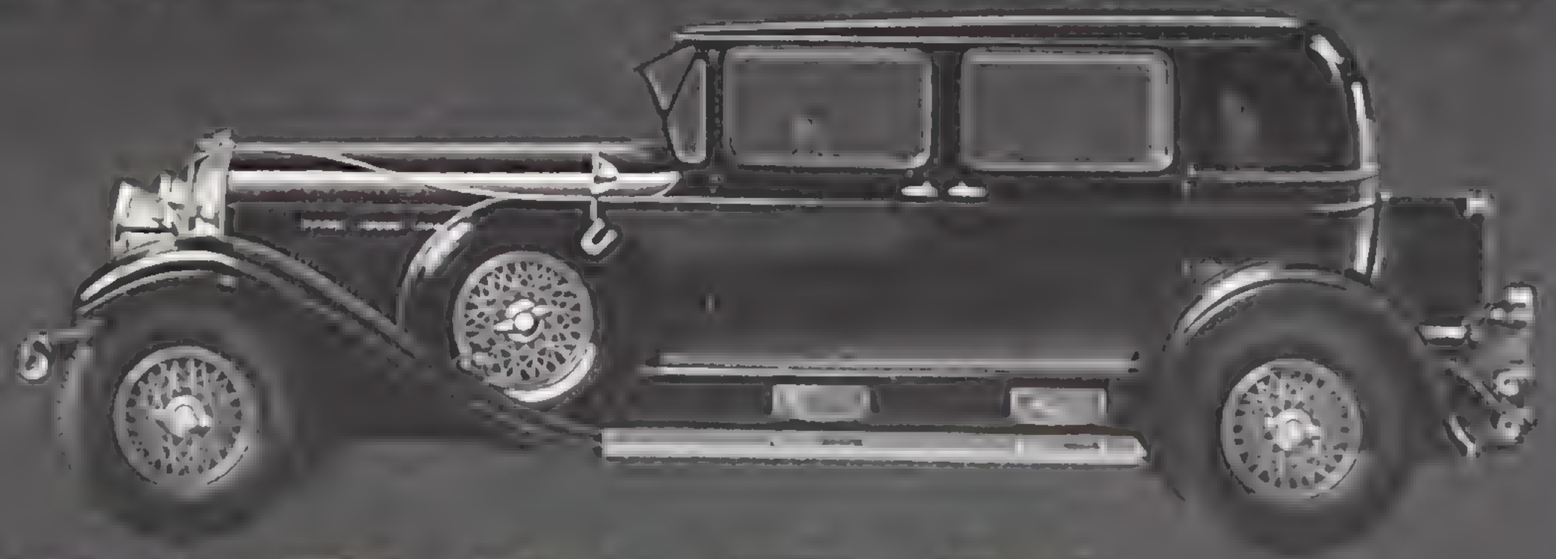
Then Take the Wheel and Drive



See how easily the Auburn handles, how comfortably it rides, and how much better it holds the road. See if it does everything you want a car to do the way you want it done.

—THEN IF THE CAR DOES NOT SELL ITSELF YOU WILL NOT BE ASKED TO BUY

Model 125 Sport Sedan
130 inch wheelbase
4-door closed car



AUBURN

6-85 Sedan $1095; 6-85 Sport Sedan $995; 6-85 Cabriolet $1095; 8-95 Sedan $1295; 8-95 Sport Sedan $1195; 8-95 Phaeton Sedan $1395; 8-95 Cabriolet $1295; 125 Sedan $1595; 125 Sport Sedan $1495; 125 Phaeton Sedan $1695; 125 Cabriolet $1595. Prices f. o. b. Auburn or Connersville, Indiana. AUBURN AUTOMOBILE COMPANY, AUBURN, INDIANA. *Equipment other than standard, extra.*

Airmail postage has been reduced to 5 cents for the first ounce and 10 cents for each additional ounce. Use Airmail daily for quicker communication. The development of aviation is vital to American progress



ALWAYS a favorite with fashionable women (and their consorts!) No. 4711 White Rose Glycerine Soap, unchanged through the years, fully meets every requirement of today. Its cooling lather protects as it cleanses . . . and soothes as it protects. Its delicate fragrance and delightful mildness are manifestly in accord with the proprieties.

No. 4711 REG. U.S. PAT. OFF.

White Rose Glycerine Soap



Made in U. S. A. by
MULHENS & KROPFF, Inc.
25 West 45th Street
NEW YORK, N. Y.



DEMAREST

Enclosed in these smart containers are the facial preparations from the Scandia Jourde salon (left to right), "Eau Mauve," "Tonic Scandia," "Baume Suédois," and "Crème Rose"

ON HER DRESSING-TABLE

REJUVENATION is a magic word. There is a universal chord in the minds of all of us that reacts to the thought of regaining or retaining the appearance of youth. The most recent, and certainly one of the most persuasive, exponents of this theory of rejuvenation to arrive in New York is Madame Haubret, who has come from the Continent to establish her salon at Best. Madame Haubret's methods are unique. She works with magnetic hands upon the muscles of the scalp that control or relate to the facial muscles and thus affect the facial contour. As she moves her hands over the head, one can feel and see the muscles in the face responding, and there is a moment at the end of the treatment when, pressing her fingers along the sides of the head, she seems to lift the face into a perfect contour. Certainly, her faith in her own work is supreme. Before coming to this country, she allowed a slight fleshiness to accumulate beneath her chin. "This is to show how I can make it disappear," she explained. "It will be gone in a few days."

MEDICAL SANCTION

This specialist not only has medical approval of her methods, but has worked in association with widely known surgeons on the Continent. There is a tonic quality about her work that makes this easily comprehensible. After a treatment at her hands, fatigue and mental strain seem to have taken wings and departed. Madame Haubret gives every treatment herself, varying each one according to the individual client, in the French grey and silver salon that has been created for her at Best.

The smart woman of to-day has been taught to expect of good cosmetics that they be efficient, well-planned to supplement one another, and not too elaborately numerous. A series that possesses these qualifications, together with the incidental one of very smart packaging, is the Scandia Jourde preparations, some of which are shown in the illustration above.

THE SCANDIA JOURDE PREPARATIONS

These include "Eau Mauve," a delightfully refreshing cleansing lotion, "Tonic Scandia," a strong astringent, and "Ovaline," a liquid that is intended to stimulate the circulation without drying the skin. The last mentioned creates an intense tingling sensation and is most beneficial in treating skins affected with blemishes. The cream in this group is called "Crème Rose," and it is one of those pleasant emollient preparations that do not require the sleeping hours to work a softening effect, since applications for five minutes in the evening and during the half-hour or so required for the bath are sufficient. One of the most delightful preparations in this group is the "Baume Suédois" that lends a flattering and protective covering to the face. This is especially good for those who pursue active sports, and many smart Europeans make it an ever-present item in their equipment for Saint Moritz. "Crème de Beauté," used on the nose and chin, gives a smooth, mat surface for the application of powder, and a smoke-blue eye shadow proves exceptionally flattering to many eyes. These preparations may be purchased at the Scandia Jourde salon on Madison Avenue, an establishment decorated in a charming and distinctive fashion, and at many department shops in New York.



NEGLECT YOUR THROAT AND SPITE YOUR FACE

NO matter how lovely your face may be, it must not look younger than your throat. Keep your throat smooth and young, and it will heighten the charm of your face. But let crisscross lines give your throat an ageing, crêpy texture, and your face will suffer, too.

This is not mere theory. During the many years in which she studied women's beauty problems, Dorothy Gray discovered that the fading of youth and crêpy throat always begin together. And so she devised treatments for preventing crêpy throat, and for correcting it. These treatments have long proved their success, not only in the Dorothy Gray salons, but also in thousands of homes where women follow the Dorothy Gray method.

Why don't you give yourself the Dorothy Gray treatments at home? You'll find Dorothy Gray preparations at leading shops everywhere. Ask or write for the Dorothy Gray booklet on scientific home care of the skin.

When next you're in Paris, enjoy your regular Dorothy Gray treatments at the newest Dorothy Gray salon, a lovely old house charmingly situated at 34, Avenue George V.

DOROTHY GRAY

Dorothy Gray Building

683 Fifth Avenue, New York City

© D. G., 1930

PARIS CHICAGO LOS ANGELES SAN FRANCISCO WASHINGTON ATLANTIC CITY

CREATORS OF THE COSTLIEST PARFUM IN THE WORLD · · · ·



The man you tease flatters your enchanting eyes . . .

But it's your ***lips*** *he longs to kiss! . . . . . .*

And when he does—there will be no telltale evidence because Lipstick Ybry never betrays.

Permanent—Smooth—Gorgeously scented with the costliest parfum—Lipstick Ybry does not dry the lips but keeps them soft and young . . . and it tastes like nectar.

Featured by best shops and drug stores

PARFUM

Ybry

Pronounced · · EE-BREE

PARIS



AMAZINGLY LOW FOR A FRENCH CREATION

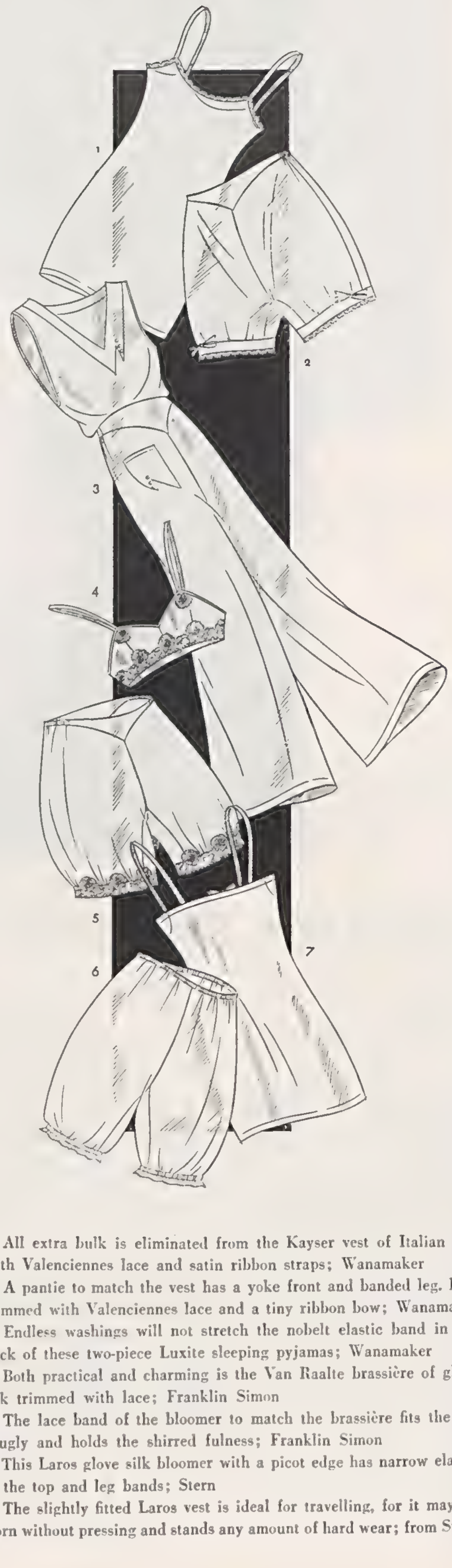
Tune in on Ybry's Enchanting Hour Over WOR Every Monday Night from 8 to 8:30

A SHADE FOR EVERY TYPE: NATURAL • MEDIUM • FLAME • LIGHT • SCARLET

ENTRUST YOUR LIPS TO YBRY

YBRY, INC., 50 W. 57TH ST., NEW YORK · · · 57 RUE DE LA GARENNE, PARIS

GLOVE SILK SETS MOULD THE MODE



1. All extra bulk is eliminated from the Kayser vest of Italian silk with Valenciennes lace and satin ribbon straps; Wanamaker
2. A pantie to match the vest has a yoke front and banded leg. It is trimmed with Valenciennes lace and a tiny ribbon bow; Wanamaker
3. Endless washings will not stretch the nobelt elastic band in the back of these two-piece Luxite sleeping pyjamas; Wanamaker
4. Both practical and charming is the Van Raalte brassière of glove silk trimmed with lace; Franklin Simon
5. The lace band of the bloomer to match the brassière fits the leg snugly and holds the shirred fulness; Franklin Simon
6. This Laros glove silk bloomer with a picot edge has narrow elastic at the top and leg bands; Stern
7. The slightly fitted Laros vest is ideal for travelling, for it may be worn without pressing and stands any amount of hard wear; from Stern

The Magic of Glass Dinnerware

When night descends, bringing in its wake a diversity of strange and brilliant pageants, not the least enchanting is that occasion, the formal dinner. There could be a no more appropriate setting for this delightful event than the sparkling beauty of glass dinnerware. The tinted brilliance of Fostoria lends a strange, unusual loveliness to the rich and colorful table, picking up the gleam of the silver, the flash of jewels and light, reflecting them many times . . . so that eyes seem brighter, smiles more gay . . . and the wit and vivacity of the gathering ineffably great.

Fostoria
MADE IN U.S.A.

The formal dinner is one of the most ceremonious of occasions. Its conventions are strictly prescribed. The beauty of Fostoria, its delicacy of line, its good taste, establish it irrefutably within the charmed circle of correctness. Breakfast, lunch, dinner . . . Fostoria lends each a magic of its own. Sunshine or candlelight . . . it responds in mood to each . . . making every occasion gayer, brighter, more glamourous.

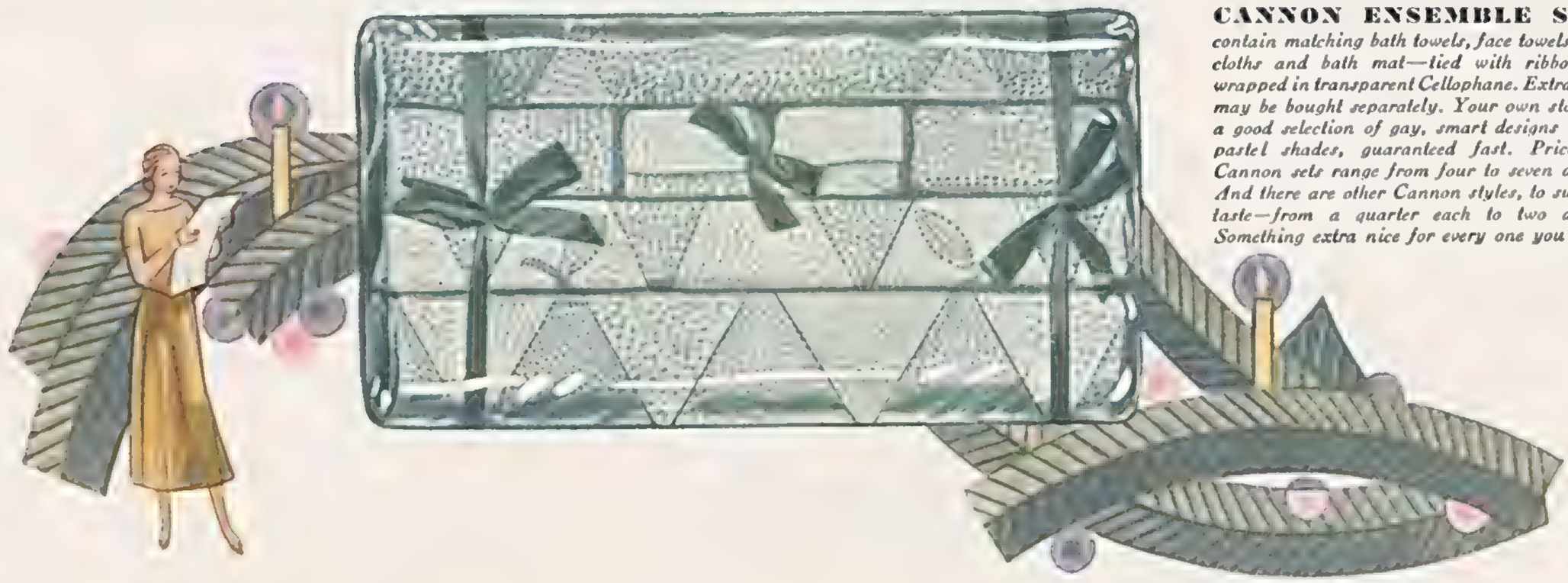


Fostoria *can be purchased for moderate prices throughout the United States, in complete sets or individual pieces. It is sold* on the open-stock plan. *The Fostoria colors are Amber, Green, Rose, Azure, Crystal, Ebony, and the golden Topaz. Fragile as this glass seems, it resists rapid changes in temperature as well as china does, and so is absolutely practicable for serving hot and cold foods. Send for "The New Little Book About Glassware." It contains invaluable suggestions on table settings and decorative pieces. The Fostoria Glass Company, Dept.* V-12, *Moundsville, West Virginia.*





Azure is used on linen of a slightly different blue in this unusual dinner setting. Rose and Crystal cocktail glasses are shown at upper left, Ebony demi-tasse and smoking accessories at upper right.



CANNON ENSEMBLE SETS
contain matching bath towels, face towels, wash cloths and bath mat—tied with ribbon and wrapped in transparent Cellophane. Extra pieces may be bought separately. Your own store has a good selection of gay, smart designs in soft pastel shades, guaranteed fast. Prices for Cannon sets range from four to seven dollars. And there are other Cannon styles, to suit any taste—from a quarter each to two dollars. Something extra nice for every one you know!

Be kind to them all this Christmas!

Give CANNON TOWELS in sets



How about this fascinating three-tone set for Irene? She's the smartest girl in the world! Always looks like a Paris fashion sheet—correct, from toe to top-knot. This brand-new idea is just her style, and these are exactly the colors she likes.

WHAT makes your gift a success? Just that it perfectly suits the person, and the purpose—with a dash of chic for good measure. . . . In the new Cannon ensemble sets are packed *all* the virtues *all* your friends look for in towels and wash cloths and bath mats. . . . You get credit for *all kinds of cleverness*. And you get the most for your money—anything that wears the Cannon label is the world's best value in its class, always. . . . Cannon Mills, Inc., 70 Worth Street, New York City.



Let's see . . . Helen has only one interest nowadays—that precious boy-baby of hers. So here's what *she* gets. A set of towels and wash cloths and so on, in the wooden-soldier pattern—and in jade to match the new nursery bathroom.



Dot is so practical . . too practical, sometimes. She'll expect efficiency, long service, fast colors and all that—even in Christmas-present towels. Well, Cannon towels wear for ages. Let's mark her for this neat floral design.



Frances is easy. She's a color fan. Any of these clever reversible styles would give her a thrill. Maybe the cloud and dot design is the boldest and brightest. I want some like this myself. . . . Oh, *perfect*, in that soft, lovely shade of rose!

Now for Cousin Lucy. . . .Never hear from her except at Christmas—but still she deserves something nice. Why not this pretty, smaller set? So soft and snowy-white—and the orchid borders lend a touch of real swank. Done!



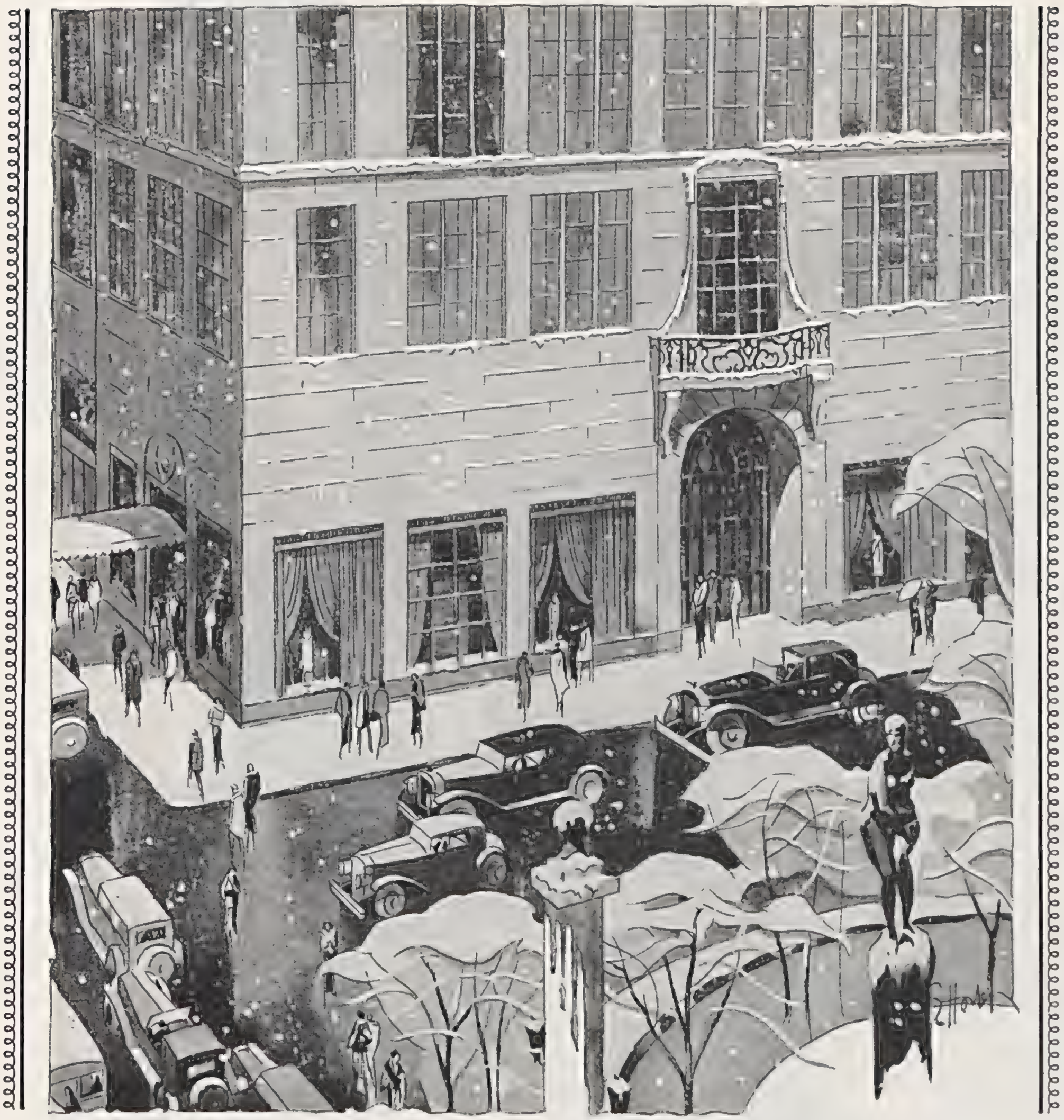
Aunt Jane is such a proper person. This simple scallop border would suit her—PRE-cisely. In turquoise, of course. She'll notice the quality of Cannon towels—remark on my good judgment, as well as my good taste.

☆

An Impression

of pre-Christmas shopping

AT BERGDORF GOODMAN . . . ON THE PLAZA



Here . . . in the gracious sweep of Park and Plaza . . . is the treasure-chest of Christmas for sophisticated people. One may choose an ancient beautiful bibelot that once graced Versailles . . . or a lately-fashionable trifle of long glove or brief lingerie. One may spend thousands for a regal sable coat . . . or pennies for a tiny perfect lipstick. But whatever one chooses, in taste, in smartness, and in execution it will be worthy to give to a queen.

BERGDORF GOODMAN

NEW YORK

We pardon her

for this rather too marked pride in these trim little feet.

We forgive her

for the care and endless thought she spends on them.

She chooses ARMSTRONG SHOES as a fitting garb for her—one might call them snobbish feet.

They please her . . . these ARMSTRONG SHOES:—first, because they fit so perfectly, snuggle so comfortably, and behave so considerately.

And, secondly, because they thrill her feminine sense of—but then, who can fathom a woman's mind?





ARMSTRONG

ROCHESTER-NEW YORK

GLOVE SILK FOUNDATION GARMENTS



• Van Raalte provides a foundation for the modern silhouette in a combination brassière, girdle, and step-in (top) with removable garters to permit laundering. This is available in pink with écru coloured lace; from Franklin Simon

• Just below it is Julius Kayser's triconese, a one-piece combination brassière, girdle, and step-in, finished with a scalloped ruffle, which forms panties. The girdle part is very heavily woven to ensure support; Bonwit Teller

• Excellent for sports wear is the Vanity Fair soutenir, a combination brassière and girdle of heavy glove silk, with two pairs of removable garters and elastic inserts in the bottom; Wanamaker

• The Kickernick combination brassière, vest, and bloomers (bottom) fits the body snugly in any position. Tucking does away with the usual bagginess of bloomers; from Abraham and Straus

"THE SMARTEST STERLING EVER PRESENTED"

Gorham's new 1931 design

"THE HUNT CLUB"

Masters of Famous Hunts

ONWENTSIA...

HARFORD...

MIDDLEBURG...

are now using this smartest, most sophisticated of Sterling patterns

THE distinguished new Gorham Sterling, "The Hunt Club," is having a sensational success.

This sophisticated new 1931 pattern, inspired by the elegance of the Hunt Breakfast, is already being used by masters of the smartest hunts in America, in their beautiful country estates.

Austin N. Niblack, Esq., Master of Fox Hounds of the Onwentsia Hunt, who entertains brilliantly at his country home "The Paddocks," chose the new Gorham, "the smartest sterling ever presented."

Other distinguished sportsmen-hosts are also using this distinguished new pattern, "The Hunt Club," for their celebrated hospitality...Daniel C. Sands, Esq., M.F.H. of Middleburg—Harry I. Nicholas, Esq., M. F. H. of Harford.

"The Hunt Club" pattern—like the hunt itself—is in the aristocratic tradition. It inherits the suave grace of silver created in the days of lordly hospitality. Yet it has all the dash and smartness which is modern—1931.

When you see "The Hunt Club" at your own jeweler's you will notice how the exquisite detail gives richness—and how this richness flows into clear, cool beauty of line. The effect is a simplicity which is, in reality, extremely sophisticated.

This new sterling makes a truly distinguished gift for the Christmas season. There are many individual pieces which beautifully supplement a hostess's own sterling, and their cost is moderate. A complete service for eight in "The Hunt Club" is a superb gift and costs only $227. Each piece is identified by the name "Gorham" on the back or base.



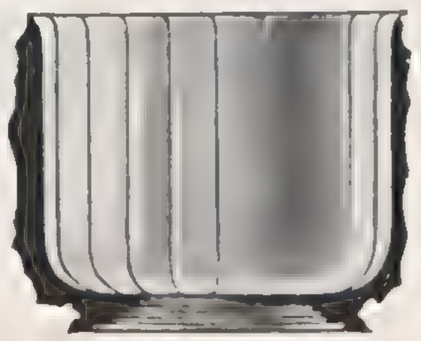
These pieces in Gorham's "Hunt Club" make extremely smart gifts: cold meat fork (which also serves as salad fork), steak knife and fork.



Your own jeweler will gladly give you a beautifully illustrated 18-page booklet, "The Hunt Club," showing all the popular pieces in the new 1931 Gorham Sterling. Or, simply send this coupon to The Gorham Company, Providence, R.I., Dept. M-10

Name _____

Address _____



(Above) AUSTIN N. NIBLACK, M. F. H. *of the Onwentsia Hunt, with his famous pack of English-bred hounds. (Left) The beautiful Hunt Cup created by Gorham for the Onwentsia Hunt.*

GORHAM



THE REALLY DISTINGUISHED GIFT

Those smart Hermès originations which all Paris accepts as dictators of the mode offer a selection of really unusual gifts. Because of their exquisite workmanship, their inimitable chic, the creations of Hermès enjoy so decided a preference among the most discriminating of both continents that to give one is to be assured of complete appreciation.



H

CREATOR IN LEATHER

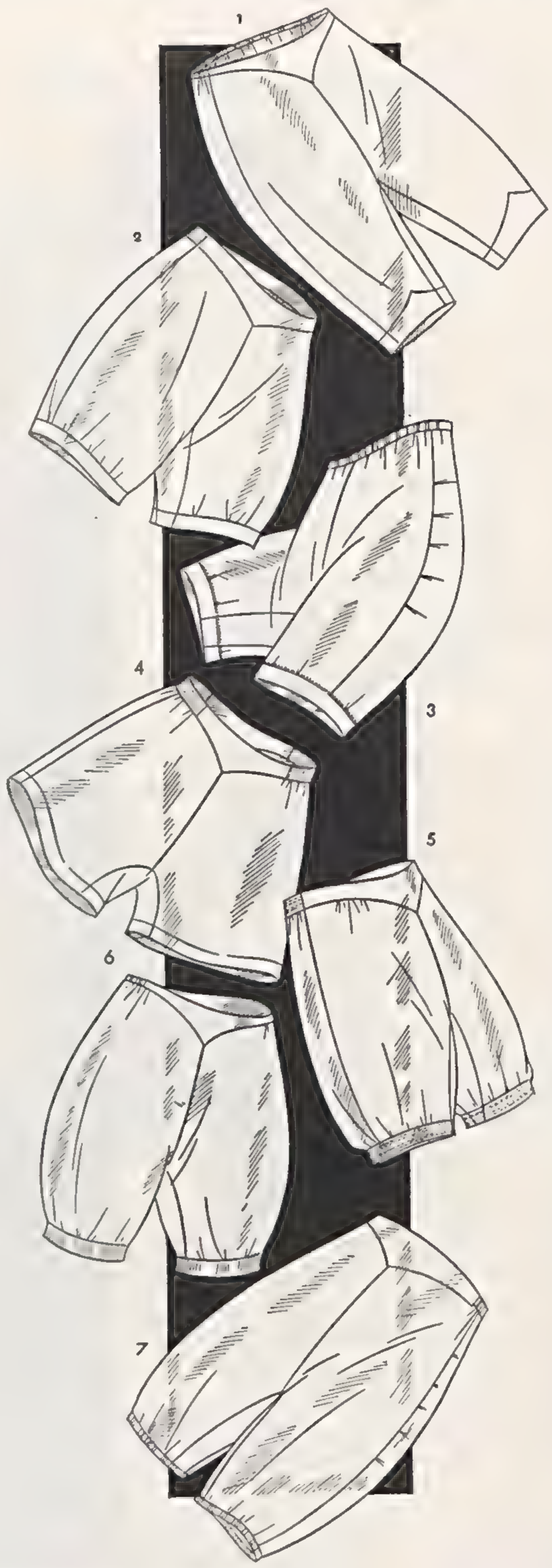
HERMÈS OF PARIS INC

1 EAST 53rd STREET, NEW YORK

24 FAUBOURG ST. HONORÉ, PARIS

CANNES, BIARRITZ, SAUMUR, CHANTILLY

BLOOMERS AND PANTIES, TRIMLY CUT



1. Ideal for icy weather is this long, shaped, and fitted Vanity Fair bloomer with an elastic back and yoke front. It is reinforced to withstand wear; Wanamaker

2. The warmth of this Luxite bloomer is ensured by the gathering of leg fulness to a band of the material. It has a nobelt elastic back and yoke front; Saks-Fifth Avenue

3. A special side tuck in the back of this Kickernick bloomer gives the necessary fulness and eliminates bagginess. The fitted leg band has a hemstitched edge; Abraham and Straus

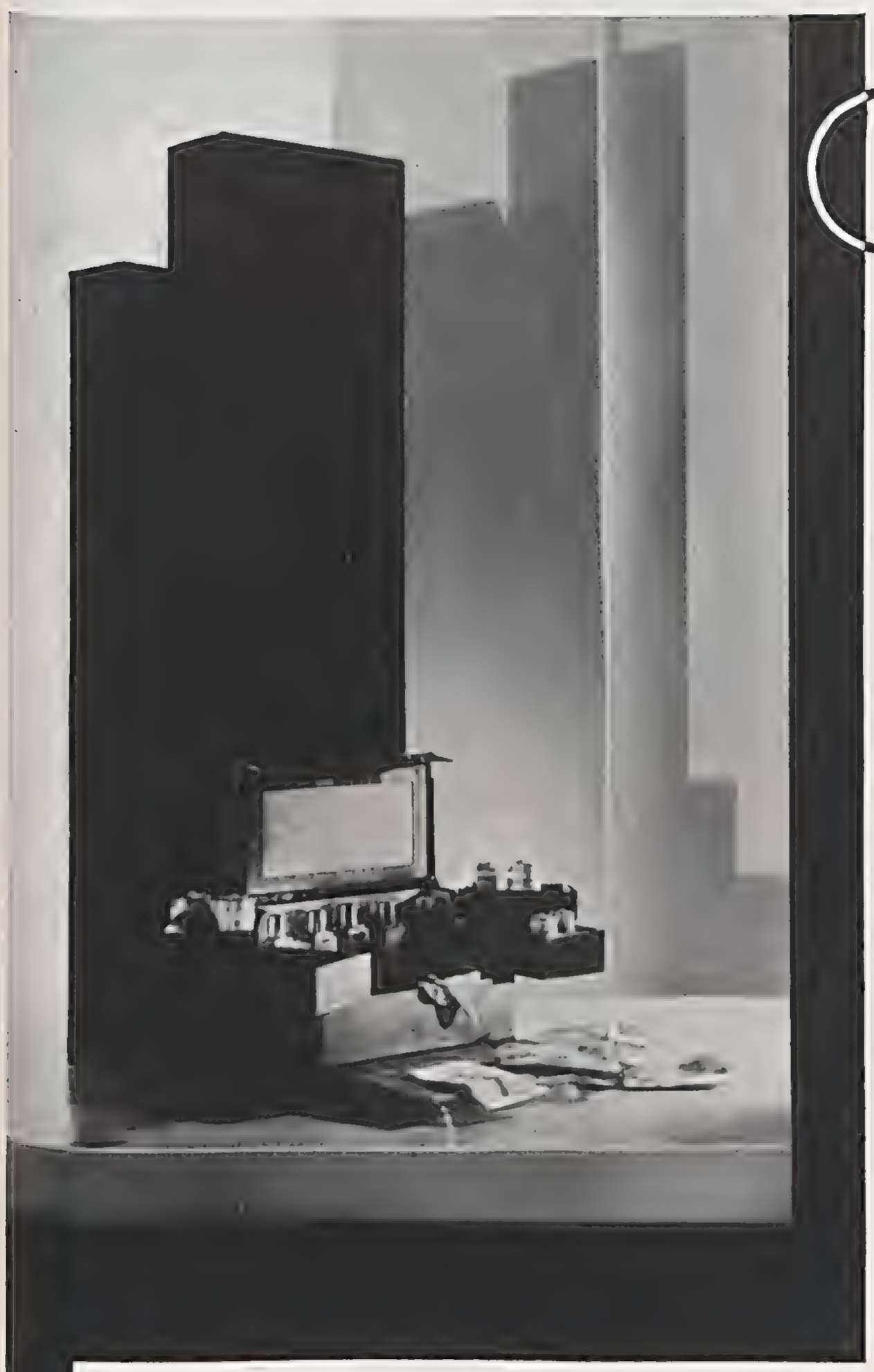
4. Nobelt elastic is at each side of this Luxite pantie with a yoke front and wide leg; from Best

5. A Luxite long bloomer has the popular yoke front and nobelt elastic at the back and legs; from Best

6. The leg of a Julius Kayser Italian silk bloomer is held by a double knitted ribbed cuff; Franklin Simon

7. Special tucking in back marks the Kickernick long bloomer with a yoke front and elastic in back; Abraham and Straus

the soul is never empty of the loveliness it gives



GIVE YOURSELF at Christmastime

"Elusive, subtle substance of the soul,
that ever gives of self, and yet remains intact."

Give your best, your highest ideals, your tenderest emotions, expressed in a thing of beauty. The best of you should reach those who receive your gift • This beauty you thought you wanted for yourself—if you would keep it—you must give it! Beauty grows as it is shared. An ancient proverb says:

"There must be two to bring any beauty into the world.
One to say it—and one to hear it."

The great desire for loveliness has been planted in our hearts, impelling us to gather beauty—just to scatter it again! As seeds are blown about and multiply, nourished by the earth. Always more and more. Thus we glimpse the Cosmic purpose, the divine pattern in our yearning to be beautiful. This is the ebb and flow, the back and forth, the pulse, the rhythm of the Universe! • So give your beauty gladly—with prodigal abandon—in laughing and loving and high endeavor to soothe and bless the world • The soul is never empty of the loveliness it gives.

● ELIZABETH ARDEN'S BEAUTY BOXES are filled with the loveliness every woman longs for. You may have a luxurious leather traveling case, completely equipped. Another charmingly satisfactory small gift is a box of rose lacquered metal...just enough for a week-end. And, in between—special cases for motoring ...for short visits, and long ones...each ingeniously fitted with those preparations you are sure to need. $3.85 to $250.

● PERFUMES...the woman who receives one of Miss Arden's exquisite perfumes for Christmas will be truly thrilled. There are four irresistible fragrances. $6 to $125.

● COMPACTS...for loose powder in the preferred style. ARDENETTE—gold, flat, octagonal, and cleverly engine turned. $3. DOUBLE-ARDENETTE—the same glistening case, including a tiny compact of rouge and an unbreakable chromium mirror. $4. BLACK and SILVER ARDENETTE—the same case interpreted in enamel. Single $4. Double $5. Lipstick to match $2.50.

● POUDRE D'ILLUSION...Elizabeth Arden's famous powder...indescribably soft and fine...in a satin-lined box. Six shades $3. Mat Foncé, a marvelous daytime shade in a striking silver box. $3

● BATH SALTS...rose, pine or nirvana, as you prefer. Invigorating crystals in transparent jars, with satin bows that give a real holiday air. $1.75, $3, $5.

● FRAGRANT SOAPS...The perfect example of a glorified practical gift—soaps that are velvet to the touch, lather lavishly and leave a delicate aftermath of fragrance.

● Elizabeth Arden's book "The Quest of the Beautiful" will tell you how to secure for yourself the precious gift of loveliness through the scientific care of your skin. It will be mailed on request. And a second book, "Your Masterpiece—Yourself," will tell you about Elizabeth Arden's Home Course for beauty and health.

ELIZABETH ARDEN

691 FIFTH AVENUE · NEW YORK

PARIS · LONDON · BERLIN · ROME · MADRID

© Elizabeth Arden 1930



The Christmas Stocking!

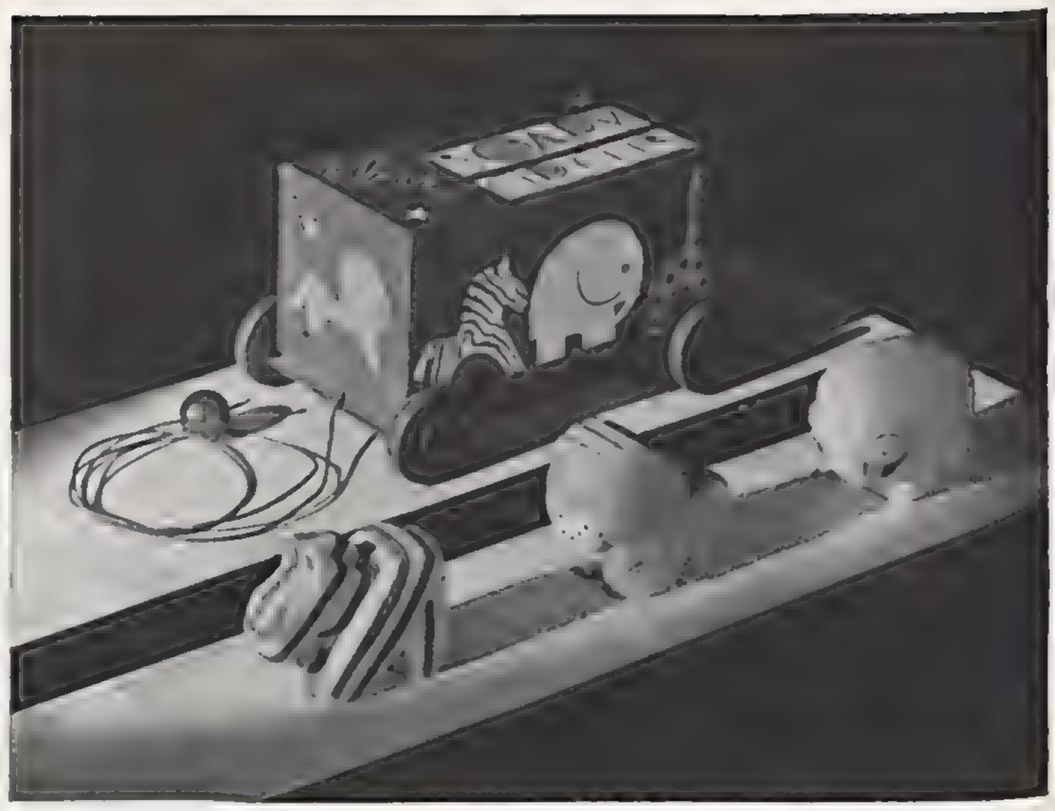
A gift so fully reflecting the discriminating taste of the giver is always pleasurably appreciated.

The unparalleled beauty of Bijou day after day—the lovely clear colors by Grison of Paris—make Bijou doubly cherished as time goes on. Sheer—Chiffon—and Service Weights . . . $1.65 and $1.95.

BLUE LINE HOSIERY MILLS, Inc.

New York Office and Salesroom

Mills: Denver, Pa. 267 Fifth Avenue



DEMAREST

"The Soapy Circus" of the Kirk Guild will make the bath a frothy delight to the younger generation. The animals are carved in soap by Lester Gaba, a young artist, and the set may be purchased at Lord and Taylor and at other shops in New York

TIPS ON THE SHOP MARKET

(Continued from page 103)

have a look around. Anyway, the set consists of a round tray with a raised edge, a shaker of extraordinary shape, which is so well adapted that you wonder why no one thought of it before, and glasses of somewhat similar shape, all made of chromium. Ash-trays and coasters for the glasses accompany this set, which, viewed as a whole, looks remotely like a set by "Bel-Geddes"—the same rocky severity and the same innate purity of design. The set is made also in polished pewter, glittering, smart, and chipper. But still, chromium is chromium, and has its special merits, such as sounding more modern than pewter, when mentioned. Take your choice. Order them in either metal from their maker at 28 Beekman Place, or in pewter from Lord and Taylor. I can't think of a better Christmas present, either way.

• Peck and Peck have taken the immortal present, stockings and, by presenting it in a new way, made something exciting and amusing out of it. On cardboard reproductions of real bottles of an alcoholic nature, they have concealed stockings. For instance, in quart or pint size, one can buy a Champagne bottle, absolutely authentic as to seal and label, containing six or three pairs of stockings in the champagne shade. There are also Crème de Cocoa, Sauterne, Muscatel, Wild Cherry brandy, and others. This ought to promote interest and sales down in the Wall Street district, where stockings are bought with more avidity than stocks, nowadays. Forgive me.

• For the really swell present, the present that conveys a whole lot more than a general aura of expense (that, too) and makes the girl of your manly heart realize that she is just that, I suggest in my most vehement polysyllables a certain fitted travelling-bag I saw at Hermès. It is made of polished alligator and fitted with every conceivable thing. The bottles and jars are all solid silver—no glass is used throughout the case. The bottles have special corkless tops. This is one of the few bags I've ever seen that had *enough* bottles, jars, and things. Some are big, some small. A manicure and a dressing set have their special places. A jewellery box is lined with velvet. Two other boxes (also silver) are lined with tin, so that you can put all sorts of wet things in them. Lots of hat-brushes. Not content with all this, there is even a writing-case fitted in somehow. How they manage to get all this in a really very small space, I would like some one to explain to me. There is also at Hermès a grand little week-end bag with a bottom compartment holding a few bottles and things. The manicure set is in the top. Also on top is room enough for a nightgown and a dress. This bag is of pigskin with a dark blue morocco lining, which is indescribably smart.

• Unless you feel a little nervous about how they would take it, you might give your friends, as a Christmas present, the reading of their horoscopes. This mysterious practice seems to be sweeping this superstitious and introspective country, ever anxious to peer into the future. Most people would love to get a present consisting of a good long talk about themselves. Myra Kingsley is very good at this sort of thing and doesn't charge too terribly much. And, of course, there is the extraordinary Evangeline Adams, the one there are so many stories about.

• Of course, the ultimate suggestion for Christmas giving is always books, and there is nothing better, after all. Therefore, this seems a good time to speak of a new little book-shop that has started up with great éclat and individual charm on Fifty-Fifth Street. This is called the English Book Shop and carries, in particular, English editions of books often subsequently published in America. This is an excellent place to pick up books that may some day hatch into full-fledged (Continued on page 122)



"My solution to the problem of cleansing without irritation is–Palmolive Soap . . . I feel especially safe in using and recommending Palmolive, because I know that no oils are used in it except vegetable oils. Olive and palm oils have actual cosmetic value in themselves; and they are very desirable ingredients in a soap."

Marguerite Hoare

An interview with Marguerite Hoare, *of London* on the relation of *soap* to beauty

Why soap is essential–and which soap to choose . . . answered by adviser to women of exclusive social and diplomatic circles.

WHEN women of importance choose a beauty expert in a strange city, they make their choice with some care. During the Naval Conference in London, the wives of the delegates consulted women in diplomatic circles. Who took care of the wives of ambassadors and ladies of distinguished British families?... they asked. "Marguerite Hoare, of Mayfair," was the answer.

Miss Hoare's salon at 19 South Molton Street is one of the world's important beauty shops. Here, Miss Hoare recently gave an interview on home beauty methods that will be of genuine interest to every woman.



Wives of ambassadors and distinguished members of society come to Miss Hoare for advice and beauty treatments.

Miss Hoare's advice

"When *not enough* soap and water is used," said this prominent expert, "one risks oiliness, blackheads and similar disfigurements. When the wrong soap is used, one suffers dryness, roughness, irritation, injured skin texture.

"My solution to the problem of cleansing without irritation is—Palmolive Soap. Palmolive is a delightful soap to use—bland, soothing and gentle. Yet its soft lather has wonderful cleansing properties. It softens and carries away all impurities from the pores.

"I feel especially safe in using and recommending Palmolive because I know that no oils are used in it except vegetable oils. Olive and palm oils have actual cosmetic value in themselves; and they are very desirable ingredients in a soap."

A very simple treatment

The Palmolive method of home cleansing is so easy to follow. Here it is, as outlined by specialists all over the world:

First, massage a rich lather of Palmolive Soap and warm water tenderly into the skin, letting it penetrate the pores for a minute or two.

Now, rinse off the soap with plenty of warm water, then colder and colder, until your skin actually tingles.



The twice-daily cleansing should consist of massage with a rich lather of Palmolive and warm water, followed by thorough rinsing.

This Palmolive cleansing is the method advised by Marguerite Hoare of London, who advocates and uses Palmolive Soap in all her beauty treatments. *The same method* is recommended today by more than 20,000 beauty experts all over the world, who in all their experience have found no better, safer method. So, when your own beauty expert advises Palmolive cleansing, you may be sure she has excellent background for her statements.



PALMOLIVE RADIO HOUR–Broadcast every Wednesday night–from 9:30 to 10:30 p. m., Eastern time; 8:30 to 9:30 p. m., Central time; 7:30 to 8:30 p. m., Mountain time; 6:30 to 7:30 p. m., Pacific Coast time–over WEAF and 39 stations associated with The National Broadcasting Company.

Retail Price 10c

6266



Correct in usage . . . in flavor and goodness

No desserts can replace the time-honored Plum Pudding or Mince Meat for holiday dinners. In fact, very frequently through late autumn and winter your menu should contain one of these two, with an alternative in the lighter Fig Pudding. Many, many years of usage have made these three desserts correct and favored for winter dinners.

So few hostesses bother now with making their own Plum or Fig Pudding or Mince Meat—even when well-staffed with servants. They have found that they can rely on Heinz Plum Pudding, Heinz Fig Pudding and Heinz Mince Meat to have all the delightful, full-bodied flavor and richness one could want.

They know that no matter how ambitious their dinner—how delicious—how elegant—these three Heinz holiday desserts will be in keeping.

The Heinz label on any jar, bottle or can is a sure promise of flavor inside—flavor in its happiest form!

57

HEINZ

SOME OF THE 57 • • Heinz Plum Pudding
Heinz Fig Pudding • Heinz Mince Meat

THE FASHIONABLE FORTIES

(Continued from page 98)

small waist, and I did not have to agonize over how my poor defenceless legs were looking from the rear.

Débutantes might be wearing similar clothes, but I was no longer competing with them. Such a costume actually demanded that I walk more slowly to be in rhythm with the swing of the long, flaring coat, instead of with tired legs in beige coloured hose, tripping the measure of knee-length flapper skirts. I could sit down with no thought of dragging my short skirt desperately and ineffectually over my knees every few seconds or else letting it go at that and appearing undressed and ridiculous. I could sit quietly, even *think* quietly, with hands folded, without having to live up to my jazz frock. I could—be myself! And, I could face forty, *and* fifty, *and* sixty, fashion permitting, protected by my clothes rather than exposed by them. A peace entered my heart, then my movements. After a few more months of this, peace, I knew, would begin to show in my face, and I would look thirty-five because I had stopped worrying about being forty!

IN QUEST OF CALM

At first, the débutante took far more kindly to this change in fashion than her mother. The former was eager for a change, eager for any outward manifestation of an inward calm that she wanted to be allowed to live, instead of the feverish activities of her older sisters who semi-annually were visiting sanitariums for a little rest. She disapproved of the drinking, smoking, heavy make-up, late hours, which The Bright Young People of the last five years had regarded as the only way of having a good time. For the girl who bowed to society in 1929-1930 saw clearly that her sisters were not having such a very good time, that pep could be carried too far, and, in her positively Victorian revulsion, she clothed herself in long frocks as an open declaration of the new creed.

On the other hand, the mother realized that the new fashion might change her into a matron, just as the shingle and the short frock had changed her back into a girl, or at least so many fondly fancied. But time, nevertheless, had marched on, and she was five years older. The new fashion was a godsend if she would only learn how to use it—use it in every way. A woman may be as old as she looks, but she is also as old as she feels, and old, worried eyes will age the youngest face.

Why does she worry so?

Because Middle Age has become an obsession with her.

And why has it become an obsession?

Because she is assailed at every turn by Words, in plays, movies, literature, advertisements, extolling Youth—Young Love, Young Faces, Young Games, Young Clothes—until she feels she must simulate youth or die. She is not allowed to forget for a minute she is growing older. Her eyes seek her friends' faces, not for expressions of love, but for wrinkles, and she is pleased if they show their age more than she does. She comes to believe that the greatest compliment in the world is "Madame looks so youthful in that frock." Perhaps, it is the greatest compliment, but, when the mirror tells her it isn't true, it is ashes in the mouth. Where does all this overexercising and underfeeding, this wearing of the same models as her daughter, this insane rushing from place to place with all the seeming purposelessness of an atom, where does it land her? Often in the "crying room" of a fashionable dressmaker, if not in a sanitarium for psycho-neurotics.

Yes, a "crying room."

One exists in New York, and there may be several. The wise, self-possessed, frankly middle-aged mistress of this establishment has been watching the increasing nervousness of her patrons. A fitting has to be wedged between ten other daily activities, and, frequently, it is the one opportunity in which the driven woman has a chance to take her nerves out on some one whose business it is to be patient and polite.

The patron had ordered a new Chanel. The colour she now finds makes her florid, the drapery makes her thick, and she hasn't one accessory that will go with the gown! Was she insane to have chosen it? Her hands become fists clenched on her taut knees, her eyes begin to glisten with the promise of tears, her lips—

"Madame, let us take off the frock and go into my own little office where it is quieter."

A CASE OF NERVES

Madame is handed a light silk négligé and is escorted to a softly lighted, well-ventilated room at the end of the corridor. She is offered a chair that is almost a couch, and a glass of water or a cup of tea is brought her. There are some magazines on a table close by and a bottle of eau de Cologne.

"It is half-past three, Mrs. Blank. How soon is your next appointment?"

"Oh," Mrs. Blank wails, "I should be there now."

"Will it matter if you are a half-hour late, or could it perhaps be put off till to-morrow? If you will tell me, I shall communicate with them, and then we can talk quietly here, decide what to do about the frock, and I feel sure another fitting will not be necessary."

She gives the information with a sigh of gratitude. She sinks lower in the deep chair, she closes her eyes, and, fifteen minutes later when the proprietress returns, she has got hold of herself and is sane enough to make a decision.

Cousin to that compliment, "Madame looks so youthful in that frock," is that other puff, "My dear, you and Kathleen look more like sisters than mother and daughter."

I have no daughter—if I had, I might feel differently—, but I certainly do not want to be sister to my son. I like being his mother; I like to hear him call me "Mother" and not "Gracie." Indeed, I once asked him if he would prefer to call me by my first name as did some of the other boys their mothers, and he objected violently. The word "mother" conjured up for him home, warmth, security, a special kind of love, I (Continued on page 122)



Give Telechron Time this Christmas

WHAT gift could be as acceptable—or as permanently useful—as a Telechron* Electric Timekeeper? Every minute of every hour, day and night, it's on the job—keeping fresh by faithful service, grateful memories of the giver.

Give Telechron Clocks and you give to the entire family. They compensate for a good many neckties, carpet slippers and boxes of candy. They eliminate many sources of family friction—the alarm clock that fails father because he forgot to wind it—the mantel clock that makes the children late to school—the kitchen clock that brings dinner to the table too soon.

Telechron means convenience, accuracy and efficiency to the most absent-minded household. It never needs winding, oiling, cleaning or regulating. Plugged into the nearest electric outlet, it transforms impulses of alternating current into time that can't be questioned. Its uncanny precision is the result of Telechron Master Clocks, placed in America's power houses by the Warren Telechron Company.

Give Telechron, because it is the true, the original electric time. Because it offers the greatest variety of models (for every room in the house). Because it provides the widest range of prices ($9.75 to $55). All genuine products of the Warren Telechron Co. have the word "Telechron" on the dial. The Revere Clock Company of Cincinnati, Ohio, manufactures grandfather's clocks and chiming clocks of all kinds, equipped with Telechron motors—at prices ranging up to $1200. There's an authorized dealer near you, listed in your classified telephone directory. Warren Telechron Co., Ashland, Mass. In Canada, Canadian General Electric Co., Toronto.

★ Telechron is the trade-mark, registered in U. S. Patent Office, of Warren Telechron Co.



No. 664—Case of finest satinwood, with inlay. Nineteen and nine-sixteenths inches wide. Price $33



No. 531—Mahogany case. Maple burl panel. Price $24



No. 605—Mahogany case. Bronze trimmings. Price $40

Telechron



An alluring gift ...smart colored soaps in aristocratic boxes!

● A gift that is original, distinctive, wholly smart—a gift that will delight your most sophisticated friends. Pall Mall, *Les savons exquis*, are superbly fine toilet soaps made in gay colors to harmonize with ultra-modern baths and boudoirs. You may choose from a variety of clever modernistic shapes—delightful flower odeurs—lovely pastel tints—all charmingly wrapped in Cellophane and luxuriously boxed.

Pall Mall *Savon Chic*, the square cake shown at the right, comes in four colors—rose pink, nile green, lavender and tan. All have flower odeurs to harmonize. Box of four, 60c.

Pall Mall *Savon Toujours*, shown at the top, is a large oval bath cake. Made in the same delightful tints and fragrances as *Savon Chic*. Box of four, $1.00.

Pall Mall *Savon Pour la Famille*, shown at left center, is made in six colors and fragrances. Box of twelve, $1.35.

Pall Mall *Savon Jeunesse*, shown at right center, is the "Soap of Youth." In one shade only—a delicate peach pink. Box of four, $1.00.

At bottom of illustration is shown one of the attractive Christmas gift boxes in which these Pall Mall soaps are packed—making a most delightful, but inexpensive gift.

Pall Mall, *Les savons exquis*, are sold in drug stores and the best department stores. If your dealer hasn't them, send us his name and we will see that he is supplied. Address Internationala, 509 Fifth Ave., New York.

PALL MALL

"LES SAVONS EXQUIS"

TIPS ON THE SHOP MARKET

(Continued from page 118)

first editions on your hands. What I would not give to have an English first edition of Siegfried Sassoon's "Memoirs of a Fox-Hunting Man." There are current English and American novels, some grand sporting books, a lot of those fascinating, unbeatable books the English write for children, and some remarkable old books on heraldry that interested me. Some unique German and English prints adorn the walls and are for sale. This shop has many of the books from the Nonesuch Press. The shop has atmosphere, that phantasmagoric quality that *must* hang round a book-shop if the shop is to succeed. This one has the charm of a very few similar small shops in London, Paris, and Rome.

• Some perfectly wonderful stuff called "La Gerardine" has been put on the market. This is a lotion recommended to make straight hair see the error of its way and curl, slightly and slowly, but eventually and definitely. You put it on your hair, brush it in, and pinch waves in with your fingers. Now, I don't promise anything myself, but, after all, for us with straight locks no effort or experiment is too great for the achieving of wavy hair. And on the best authority, I'm told this lotion is good—and works. The lotion, an atomizer, and a small brush are included in the box you buy.

• These little feathers in your cap are all very well, but it mounts up if you have to buy one for every hat you own, as one girl did. Best has some with a clip attachment on the back, so that you can change it around from hat to hat. Different kinds of feathers, a lot of colours. And, also, I should think, a good Christmas present for somebody you must remember and who certainly doesn't rate a diamond necklace.

THE FASHIONABLE FORTIES

(Continued from page 120)

know. Children are conservatives, they fear the unusual, at least in public. Privately, they are often delighted by it. A little girl who adores her mother for playing bear with her on the nursery floor, for dressing up in fancy clothes, for making funny faces, will be shocked to enter the drawing-room and see this same mother tap-dancing before guests or even curled up on a sofa with her feet underneath her, giggling with a girlhood friend.

Recently, at a night-club, I watched the change in fashion upon the dancers and the dancing. Swaying skirts called for swaying bodies and swaying music, so there were many more waltzes and even two tangoes. I asked the two professionals, whose exquisite dancing helps to make this club so popular among well-bred people, if they thought the tango would ever take hold in this country.

"Two years ago, we would have said 'no,' but with this right-about face in clothes, we think it probable that we shall soon have two orchestras as they do in Europe, one for jazz and the waltz, the other for the tango, because the playing of tango music is a very special art, with the addition of guitars and accordion and a rhythm that the American does not quite feel. It is a beautiful dance, a dignified one when danced in its ballroom version, the *paso doble*, and there is no reason why it should not be popular."

There is no reason either why the older woman should not dance until arthritis stiffens the knee, but to wiggle and waggle as she has been doing up to recently is not a comely sight.

Let us remember that, during all the chemise frock era, the *robe de style* never quite went out, and the women who wore them were usually the most charming figures in the room, and it is this very same romantic quality in the 1930 fashions to which the woman in her middle years should respond. Romance is not the sole prerogative of youth, which is romantic for romance's sake.

So, dear lady, buy this year a hat with a brim—but one that has a new feeling—, and leave bald foreheads to your daughters. Wear a black lace veil, if you are the garden-party or restaurant-dining sort. Don't wear a beret unless you are the beret type. Feel no regret if you are prematurely grey—nothing is more flattering with a young face. Many women are wise to retain the bob in its new soft variation, but there are others who will be infinitely more alluring with a knot at the back of an ugly neck that has been naked far too long. And, throughout the day, drop your skirts lower and lower until by evening they touch the floor.

Two fashion terms have recently been born: lounging pyjamas and hostess gowns. What a leisurely sound those two garments possess! They paint a picture of women who actually are in their homes long enough to lounge, long enough to receive guests. During the prohibition epoch, the afternoon tea-cup has given way to the cocktail glass. Attired in such costumes, will the tea-cup come back, and shall we once more see pretty fingers "hovering gracefully" over the complicated service of tea? I have been noticing the most mouth-watering advertisements of apple-cake, pecan rolls, honey coffee-cake, as a proper accompaniment to tea and coffee, at eight o'clock or five. Are we about to forsake our dreary wafers of dry toast and our digestive biscuits and really sit down and enjoy our tea? Perhaps, if we made this hour in the day more attractive, our American men might return home a bit earlier and come to welcome it as a peaceful interlude as do the men of England.

But, wait!

All this does not mean that suddenly upon reaching forty you can sit and eat all day in an overstuffed chair with your new skirts billowing about your feet and let your chin and stomach muscles sag and your brain begin to grow weeds. You have a right to remain pretty and lithe as long as you can, so renew your stock of creams and lotions, keep up your gymnasium, ride, play tennis, swim, but let your object be to feel fit and not just to compete with youth.

Gifts of Enduring Beauty—

BEARING the FAMOUS NAME of Gorham

■ Sterling silver is the most superb of Christmas gifts, and Gorham is the most famous name in sterling. Each of the Gorham pieces on this page has the elegance and beauty which fine taste instantly recognizes. Each is a gift which, irrespective of price, carries a subtle compliment to the recipient. There are prices to fit every gift budget. Your own jeweler will show you these and many other Gorham gifts which are of enduring beauty and high distinction.



■ The appointments of this smart 18-inch traveling case are in the Gorham "Queen Louise" pattern, a very delicate, exquisite design. The case is of imported pigskin with hog-hide grain lined in petit point and moire silk. A gift to delight the smartest woman on your list and a lasting reminder of the giver. $110.



■ Gorham's new 1931 "Hunt Club" flat and hollow ware has the aristocratic distinction of the Hunt Breakfast with a sparkling modern simplicity. Any piece in this pattern would delight the hostess as a supplement to her own sterling. Platter, $130; 10½-inch bowl, $40; salt and peppers, $30; vegetable dish, $45.



■ A gift to enchant the most fastidious small girl's heart! A sterling comb and brush set of her own, with a fascinating colored enamel inlay of Mary and her lamb. Sterling brush, $12, sterling back comb, $5.50.



■ A spirited coach and four in brilliant enamel inlay gives richness to the fine simplicity of this heavy sterling cigarette box. The individual ash tray and match-box holder are exquisite in their simplicity. The box is $50, the tray $5, the holder $4. A dainty cigarette-pack holder to match is $15.



■ That most perplexing question at Christmas—what to give a man—is superbly solved by this sterling set of ring mirror, brush and comb. It is obviously a masculine design—handsome, rich and yet beautifully simple—a gift which will be welcomed by the man of the most conservative taste. The set is $60. Other finely designed sets at your jeweler's.



■ The soft, gleaming surface of this silver frame is the perfect tribute to a lovely photograph. Such a gift is always welcome. It comes in three sizes at $15, $20, $25 . . . The night bottle of cut glass with sterling top is an unusual gift for the person "who has everything" It costs $27.50.



It must be good!

WE felt we had produced a good thing when the launching of the Bradka Shoe Case brought orders and inquiries from the four corners of the globe. Now we are sure of it, for the Bradka is being widely imitated.

A woman created the original Bradka Shoe Case to fill an important need. She knew what her smart friends wanted in a shoe case . . . and every one of those ideal requirements are embodied in the Bradka. Once packed it need never be repacked. Each pair of shoes fits into its own protective compartment, no extra wrappings are needed. Opened, the Bradka is hung on a closet door — *every shoe in an upright position,* visible and conveniently ready for selection.

The genuine Bradka Shoe Case has many advantages over imitations. Each shoe compartment is made separately over molds and carefully fitted together, *not* made in one piece like an egg-crate with a lining to cover infirmities. All corners are strongly reinforced. There are three sturdy hinges *instead* of the usual two. A solid harness-leather handle is used *instead* of a leather-covered paper handle. And we could go on. But here are virtues of a different sort: Designed with an understanding of style in luggage — dustproof — slim enough to fit under berths — lined to protect the daintiest shoes — and available in twelve, eight and six pair sizes, in any leather to complete your luggage ensemble.



Do not be satisfied to give yourself . . . or someone whom you like as well . . . any but a *genuine* Bradka Shoe Case, this Christmas.

The smartest department and shoe shops in the United States carry the Bradka Shoe Case

IN NEW YORK CITY

Abercrombie & Fitch Co. — Bonwit Teller & Co. — Delman, Inc. — F. Pinet
B. Altman & Co. — Mark Cross Co. — Frank Bros. — Saks & Co.

SCHMICKL-BRYON, INC.
873 Broadway New York City
Exclusive manufacturers and distributors

BRADKA BRADKA BAGS SHOE CASE

U. S. Patent 1505149-50 Protected by American Patent Protection Corp.



DANA B. MERRILL

The Paradise Wydah—a colourful and decorative bird for conservatory or aviary; Henry Bartels, Incorporated

FRIENDLY GIFTS

(Continued from page 92)

short, his nose inquisitive. And that accounts for his sporting blood and tremendous courage.

Bred for a somewhat similar purpose was the Scotch terrier—who looks for all the world like a dour Scotch minister. He isn't—although he's one of those individuals whom you either like or you don't at all. There's no denying that he is canny. He does a lot of heavy thinking and has little to say about it. But do not think for a moment that he is dismal. Watch him some day—sitting solemn and quiet, then see his eyes blaze. He isn't clever or flashy, but he has substance. He is something of a philosopher. He takes life as he finds it. He won't complain about your apartment.

Far more demonstrative than the Scottie is the Sealyham terrier—a native of Wales. It is axiomatic that any people—the Scotch or Welsh or Irish—breeds the type of dog with the kind of characteristics it likes. Therefore, you have the canny Scottie, the more demonstrative Welsh Sealyham, and the wild Irish terrier, who is Irish from his red hair to his mystic heart. He fights for the pure love of fighting. He needs no cause. In the Cairn terrier, who is Scottish by birth, you find more of the quiet Scotch traits. His name is Gaelic for "pile of stones"—the lair of the stoat that it was his job to get. The mountainous character of his native habitat has given him a great agility, unlimited courage, and resourcefulness. He is the smallest of the sporting terriers.

SUNNY DISPOSITIONS

An interesting thing about all these terriers—and one that makes their dispositions so perfect for children—is that they have all been bred in the closest contact with people. For many dog generations, they lived their lives with the families of their respective lands. This is not quite so true of the wire-haired fox-terrier or his smooth-coated cousin. Their longer legs were bred to keep up with the horses and hounds in a hunt. They have speed and more high spirits than the "earth" dog. A wire-haired fox-terrier is all right in an apartment if you don't mind having a stick of dynamite. He must have exercise, and, unless he gets it, he is nervous. He hasn't the philosophy of the other terriers. For a child or a grown-up who wants action every minute, he is perfect, but the more reserved child or adult will be happier with one of the other terriers—or a gentle cocker spaniel.

ARDENT ADMIRERS OF MEN

The cocker spaniel's association with men has been very, very close. Right from the start, both the cocker and springer spaniel worked side by side with men. They inherently look to men for orders and companionship, as well as for meals. They like to have you tweak their silky ears. They will turn your head with their slavish adoration. They will put you on a pedestal—and keep you there.

If, however, you are asking for canine brains in a pocket-size edition, there are miniature specimens of dog-hood with characters out of all proportion to their size. There is the beautiful Pekingese, which Chinese legend tells is the scion of an irregular marriage between a mighty King of Lions and a tiny marmoset as beautiful as a summer star. He is Oriental from the tip of his upturned nose to his plume-like tail. That means he is brainy, discriminating, an aristocrat, and positive in character. There are other toy dogs, too, whose beauty is not skin deep, such as the French *papillon*, the Belgian griffon, the Pomeranian, the magnificent French poodle, and the Japanese spaniel.

On the other hand, for the sportsman or woman whose life in the country demands a perfect field companion, there are great dogs who also have been bred in close contact with men. The setters, Irish (Continued on page 126)



Instant death to germs of disease!

Think of it!—a non-poisonous mouth wash absolutely harmless, pleasant to taste, healing to tissue; *yet with power to destroy germs by the millions.*

Such is Listerine, for fifty years the outstanding antiseptic and germicide for oral hygiene.

Every type of dangerous germ swiftly succumbs to it. Among them are the Streptococcus Hemolyticus, the organism associated with sore throat, Micrococcus Catarrhalis (catarrh), found frequently with colds, and the Pneumococcus (pneumonia).



for COLDS



for SORE THROAT

Enemy of infection

Even Staphylococcus Aureus (pus) and Bacillus Typhosus (typhoid), germs specified for test purposes because of their resistance to germicides, yield to it. Listerine kills them in counts ranging to 200,000,000 in 15 seconds (fastest killing time science has accurately recorded).

Now you can understand why full strength Listerine is so successful in guarding against colds, sore throat, and other infections. Why, also, it combats these diseases once they have gained a foothold.

Reduces mouth germs 98%

The moment Listerine enters the mouth it attacks the millions of bacteria breeding there—kills them outright. The number of bacteria on the surfaces of the mucous membrane is actually reduced 98%.

This has been clearly demonstrated by the repeated tests made under methods employed at Johns Hopkins, Pennsylvania and Yale Universities.

Gargle every 2 hours

Make a habit of using full strength Listerine as a mouth wash and gargle every night and morning. This treatment, under normal conditions of health, is considered sufficient to keep mouth germs under control and maintain a clean and healthy condition in the oral tract.

When, however, you have a cold or sore throat consult your doctor and increase the frequency of the gargle to once every two hours.

Thus you give nature an extra attacking force, needed when body resistance is low, to keep disease germs under control. Lambert Pharmacal Company, St. Louis, Mo., U. S. A.



Listerine · safe · non-poisonous

KILLS 200,000,000 GERMS IN 15 SECONDS

MOSSEMOSSEMOSSEMOSSEMOSSEMOSSEMOSSEMOSSE

MOSSE

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MOSSE BRIDAL LINENS

"EXOTIQUE"

All the wild luxuriance of the Everglades, tamed to the sophisticated *finesse* of a perfectly appointed dinner service.

"EXOTIQUE" table cloth and napkins are of pure linen damask. The majestic palm leaf design is brought out exquisitely by the alluring lustre of its surface.

Three fascinating color choices: light cream center with borders in apricot or pistache, and old ivory center with border in cream. Sizes for from 6 to 18 covers.



NEW YORK: 750 FIFTH AVENUE
SAN FRANCISCO: 478 POST STREET

MOSSEMOSSEMOSSEMOSSEMOSSEMOSSEMOSSEMOSSE

FRIENDLY GIFTS

(Continued from page 124)

and English, are the most perfect specimens. It is not an exaggeration to say that between man and dog no more perfect understanding is possible than that between a setter and his master. They are dogs of superintelligence, of unlimited affection and appeal. The Irish setter is a beautiful red mahogany colour. The English is spotted, and the Gordon a black dog with tan points.

The Irish wolfhound is another large dog that is extremely chic at present. When he stands on his hind legs, he has a reach of seven feet, and he weighs one hundred and seventy-five pounds. Best of all, he has a gorgeous disposition. The Saluki—or Arabian coursing hound—is another large dog with a beautiful temperament. He has tremendous speed, developed from running down antelopes.

The English sheep-dog and the Shetland sheep-dog are two other perfect country dogs. The English sheep-dog is very much an individual. There is a curious ringing note in his bark and a shuffling quality in his gait—not unlike a bear's. But he can run like a streak of lightning. And he has uncanny intelligence.

The same intelligence is to be found in the modern collie. It also exists in good measure in the Samoyede—that beautiful white dog that is an ideal guardian and companion for a child. This Samoyede is a descendant of the herding or sledge dogs with which the race of Samoyedes used to herd reindeer in far-off Siberia.

Nor can one forget the little-known Flemish schipperke—a dog that would be a perfect gift for a man or woman who spends much time on a sailboat or yacht. His very name—according to some legends—is Flemish for "Little Captain." He was brought up on the canal-boats that ply the dyked waters of his native Belgium. He is a small black rascal, an indefatigable watch-dog, attending to everything that goes on within or without his dwelling. He knows his way about a deck or a household, never falling overboard or knocking furniture over with his tail—because he has none.

A GUIDE IN DOG BUYING

In purchasing this canine Christmas gift, a lay person is often at a loss to know how to choose a good dog. Contrary to popular opinion, it does not take any erudite knowledge of dogdom. For one thing, if you see him in the kennel where he was bred and where he is at home, he shows naturally, and you can get some indication of what his character is. Regardless of what breed you buy, there are some obvious points to look for in a dog. He should be responsive and alert. When you snap your fingers, he should pay attention or give some indication of having noticed you. If you do not find that, he may be sick or stupid—both things to be avoided. You want a puppy that is obviously in good health. That means that he is feeling well, active, and that he is well-boned—a dog that doesn't look spindly or rickety. This must not be confused with an ungainly puppy. An ungainly puppy is usually very desirable. It generally means that he is well-boned, that his framework holds forth good promise. Never take a puppy that has watery eyes or a cold. Watch him for some time—at least for fifteen or twenty minutes, keeping your eye on him all of the time.

There are a few show points to be watched for. No puppy except a bulldog should ever be either overshot or undershot. In other words, the teeth on both jaws should be on a level. A puppy's coat should be thick and lustrous. If it's dead and harsh, he's not in good condition. Puppy coats are generally soft, and their permanent coats do not grow until after seven or eight months, so it is impossible to tell how stiff a wire-haired's coat is. But it should be dense, not thin.

Since fifty per cent. of the satisfaction of owning a dog depends upon having him well trained, a wise gesture would be to include with the gift of a dog the excellent book on his feeding, care, and training, written by Mr. Robert S. Lemmon and Mr. C. Ellis Harbison, of "House and Garden." It may be had for the asking from H. A. Robinson and Company, 400 Madison Avenue, New York City.

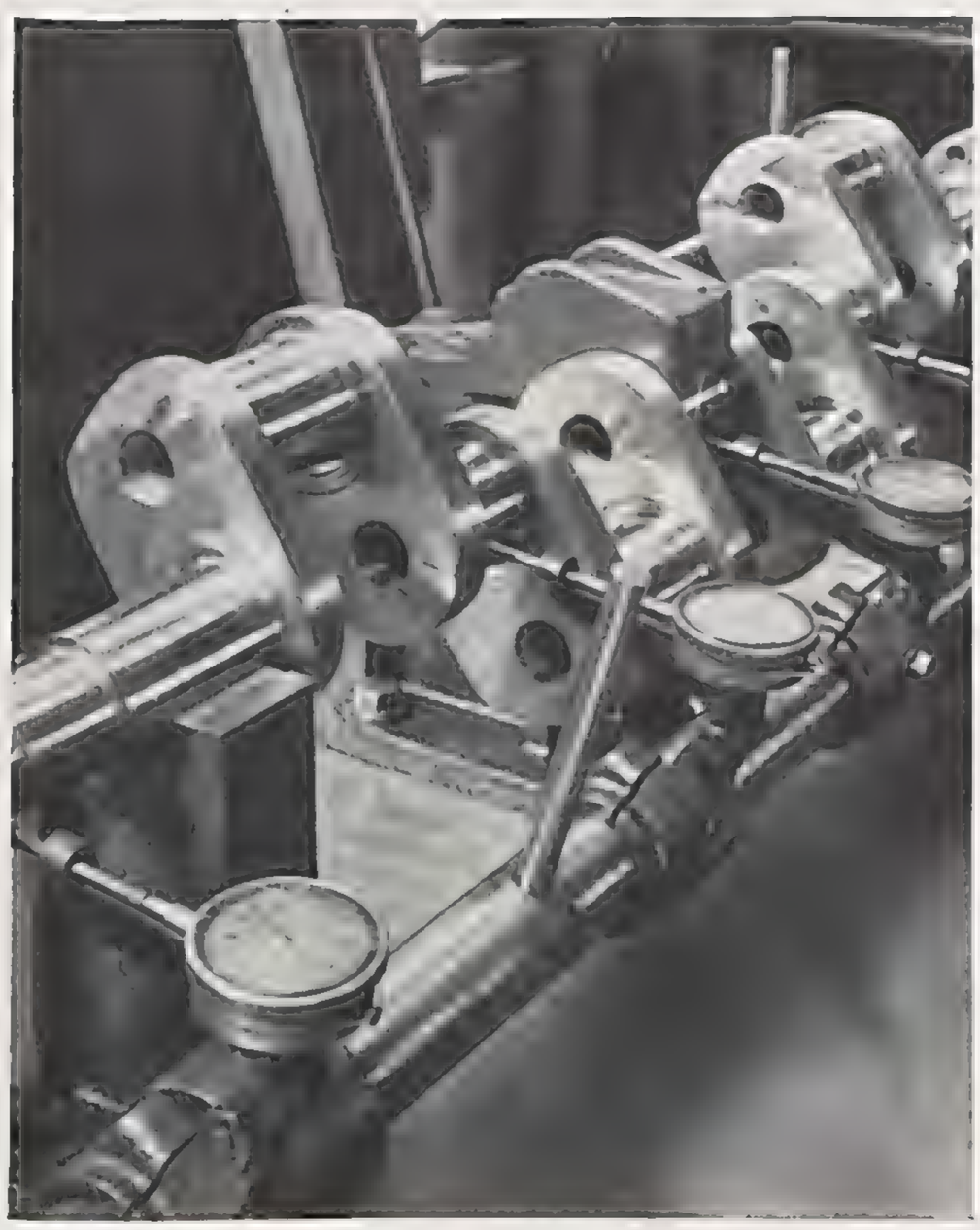
FASCINATING FELINES

Supposing, however, that all your friends have Baudelairian attachments for the feline race, a kitten may be an answer to your Christmas problem. And for absolute chic, the Siamese cat is it. This creamy beige beauty with ears and paws and nose tapering to a tête de nègre brown is the royal cat of Siam—the pet of the upper classes for centuries. His temperament is tremendously different from the beautiful Persian. He isn't supercilious or aloof. He is more dog-like than catlike. He has brains and affections. And he has been domesticated for so many years that he is hardy—he can stand apartment life.

There is another good cat—and all Americana enthusiasts should take note—that makes a real pet for a child. He has only come into national recognition recently. He is called the coon cat from Maine. The dyed-in-the-wool down-easters will tell you a fairy-tale about his descent from a great alley cat and an adventurous racoon. But there's no truth in the tale, although the ring-like markings of grey and brown around his body and tail resemble the racoon. Actually, he is a hybrid of alley cat, Persian cat, and Manx cat—the tailless breed. He is now established in Maine as an authentic breed. His coat is medium long, his legs are squatty, and he is extremely intelligent. He is a wonderful cat for a hardy climate, perfect on a large country place, where he is allowed to roam, for he has the same pioneering blood as the New England country and many of its honest likeable virtues.

And since there are always a few mad souls whose lives are incomplete without a monkey, your Christmas list might also be lightened with one of these mischievous mortals. The smallest imp of all is the marmoset, who tames very readily, recognizes authority, and contributes his own brand of affection. The most beautiful of the species is (Continued on page 130)

Many people marvel at the fact that the Lincoln crankshaft can be turned with the forefinger after it has been finally assembled in its bearings. This is most unusual, and results from the highest type of precision workmanship. It is also extremely important to the owner of the car, because every imperfection, however slight, in the alignment of the crankshaft, interferes with the smooth performance of the car. The Lincoln crankshaft bearing surfaces are inspected simultaneously, as shown below, by six gauges to insure absolute alignment.



The extreme smoothness with which the power of the Lincoln is developed is constantly commented upon. In order to develop such smooth power, it is highly important that all pistons and connecting rods be as exactly similar as possible. This is necessary because the high speed of the motor tends to magnify greatly even very slight variations in weight, and thus to set up vibration. The utmost care is taken to see that all connecting rods and pistons used in the same Lincoln are identical.



THE swift, generous power of the Lincoln, the smart facility with which it swings securely around a steep curve or over the brow of a difficult hill, the year-in-year-out ease of its quiet riding qualities . . . all find their roots in the uncompromising standards to which the Lincoln's every part is built.

Examine the graceful Lincoln from bow to stern. Try its luxurious upholstery and alert springs. Probe the balanced integrity of its long-lived motor. Test the steering gear . . . formidable of strength, sensitive to gentle pressure. Wherever your examination leads you within the multi-tested structures of

THE ROOTS OF EXCELLENCE

this distinguished motor car, you will find item after item of equipment or mechanism that is as perfect as high craftsmanship, unlimited resources and modern tools can make it.

Yet, perfect as is each element that goes into the Lincoln's painstaking creation, these alone are but part reason why each Lincoln remains so mechanically well-poised throughout its long term of service. Quite the most important source of its quality lies in the admirable manner in which all these perfected elements of body and chassis have been brought into smooth, unfailing co-operation.

For this motor car has no "star" part. Within it no single feature, regardless of how spectacular such a part's possibilities may loom in the strategy of the sales force, is permitted to flourish at the expense of any other. . . . Thus is built the Lincoln . . . a sound and beautiful fusion of those major excellencies held in high regard by the great automotive engineers of the modern world.

THE LINCOLN

Don't let Christmas panic you...

Practical giving is smarter than ever this year—and so we nominate these gifts by Martex which belie their frivolous charm by being as useful as they are lovely...Gifts by Martex...Luxurious Martex Comfortables in the newest of pastel shades *especially designed to harmonize the color scheme of the bedroom with the bathroom*...Martex Bath Sets delicious in color and packaged as charmingly as a pound of French bonbons. In each box a complete ensemble of bath towels, bath mat and wash cloths in matching patterns and colors. Many also include a shower curtain in matching color and design. The towels are the famous Martex, woven with the Martex underweave, and will last and last and last, almost it seems, forever...Martex Bath Sets and Martex Comfortables are gifts as chic and gay as Christmas itself—and whoever heard of having too many towels, or complaining about an extra comfortable?



Martex Comfortables are the newest comfortables to make their bow this season. Being very new, they bring you only the newest colors and smartest designs to grace the bedroom. A complete variety for your choice from cotton-filled to eider-down. Prices—$5 to $75.

Wellington, Sears & Co., 65 Worth St., New York

Martex Comfortables

here are brand new gifts by Martex



Four popular Martex Bath Sets—Drums, Catalina, Bubbles, Waterlily—in the new colors: orchid, jonquil yellow, azure blue, apple blossom pink, peach, Nile green, coral—at leading department stores and linen shops. Prices from $1.25 to $20.

Martex Bath Sets





ESSENTIAL *to the complete color scheme*

How thoroughly charming are the bright harmonies so often seen in the color motif of modern bathrooms. Blue, Old Rose, Green, Orchid, Yellow and Ecru—these are the colors our artists have selected as a range best suited to go with the modern trend. These then are the colorings of Whitney Panniers which you will find in your favorite department or furniture store.

The PANNIER
A smart clothes hamper





Whitney Panniers are sold in a variety of sizes and shapes. You will find one just suited to your particular need. Some are with cushioned tops so devised as to serve as seats. All are of rugged fibre construction finished carefully inside for the protection of dainty clothing. The name F. A. Whitney Carriage Co. is guaranty of that as it has been for over seventy years.

F. A. WHITNEY CARRIAGE CO.
LEOMINSTER, MASS.

Makers of the famous Whitney Baby Carriages





Top, left: HANOVER. *Colonial design. Case of Honduras mahogany. 87½" high. Westminster chimes.....$375*

Above: HAVERHILL. *Banjo wall-clock of Colonial design. Mahogany case, 40" high, topped with brass eagle. Westminster chimes.....$90*

Left: R-154. *Early-American design. Mahogany case. Decorated glass door showing Independence Hall. 17½" high. Westminster chimes.....$85*

Below: R-634. *Colonial design. Case of Honduras mahogany. 11½" high. Westminster chimes.....$47*

★The Warren Telechron Company of Ashland, Mass., manufactures a full line of non-striking clocks at prices up to $55.

GIVE YEARS OF BEAUTY

YEARS OF MELLOW CHIME

AND UNCANNY ACCURACY—



IN A REVERE CLOCK, WITH TELECHRON MOTOR

SOME GIFTS are forgotten by the end of Christmas Day. Some are treasured for a week or month or more. But a Revere Clock, by the beauty of its cabinetwork, the music of its chimes, and the precision of the time it tells, becomes almost a member of the family. And through long years of faithful service, recalls grateful memories of the giver.

Revere cases are carefully, cunningly wrought of fine woods in authentic period-designs. Revere chimes are deep-toned, rich and resonant—sounding the Westminster, Canterbury or Whittington melody every quarter, and striking the hour as well.

Every Revere Clock contains a tiny, self-starting Telechron motor, which takes alternating current from the electric outlet and translates it into *accurate* time of day. Plugged in, Revere Clocks run quietly, correctly, continuously, without any winding or regulating.

Plan now to put Revere Clocks in the homes of your friends on Christmas morning. Best of all, choose one for your own household! Representative models are illustrated on this page. There are many more, ranging in price from $40 to $1200.★ Good dealers everywhere display them. They are illustrated also in our free booklet "Observatory Time." Write for it. The Revere Clock Company, 434 McMillan Street, Cincinnati, Ohio.

Revere Clocks

WITH *Telechron* MOTORS

May we send this book to you...?



Exquisite woven things for bed, crib and couch

(A REVELATION IN ALL-WOOL WEAVING)

Wouldn't you like to discover the rarest loveliness imaginable in blankets, couch throws, robes and baby blankets of softest wool? Here's a booklet that shows you much of the unique charm of Churchill Hand-Woven Covers themselves . . . picturing them in their natural colors, and suggesting the dreamy softness of their weaving.

You'll find this book suggestive of opportunities to use and display these luxuriously lovely covers in your home. And gift ideas . . . Churchill Covers may be given with pride—at Christmas—as wedding gifts—or to a favored infant. Churchill Covers are sold in many leading department stores and smart shops. We suggest that you inquire for them at your stores.

Permit us to send this book to you free, and without obligation. Just your name and address, please.

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FRIENDLY GIFTS

(Continued from page 126)

the golden, lionhead marmoset—a pair of which, each weighing but four ounces, exist in New York and are worth more than their weight in gold. Other more moderate-priced simians include the mona, the moss, the owl, the somewhat larger ringtail, the lemur, and the well-known rhesus—all of which are amusing, mischievous, half-human pets that are quite amenable to instruction.

A CHILD'S GIFT OF GIFTS

For that six-year-old nephew or niece of yours up in the country, a pony is the best idea of all. A famous stable that has had its being down in Virginia for a quarter of a century will take care of this gift for you—the Belle Meade Farm, Belle Meade, Virginia. This is their life-work—breeding and breaking and training and delivering Shetland ponies to American youngsters. They could manage to put an intelligent, sure-footed one down your small friend's chimney this Christmas, and they guarantee he will be a perfectly mannered specimen of horse-flesh. For your part, you may like to know that Shetland ponies are not at all expensive.

For the studious young boy naturalist, there is a fund of interest in aquariums with their balanced rations of plant and fish life. In recent years, so many fascinating tropical fish have been brought from far-away waters that the modern aquarium has come into its own again. There are the Bubble Nest Builders from China and the East Indies who shelter their eggs in nests of bubbles; the glittering angel-fish; the Chinese walking-fish; the blue, red, and gold Moons; the rainbow- or peacock-fish, the Jewels, and the American Flags. These are but a few, and collections that will live in peace together may be secured in any large city. One should not forget the clowns of the aquarium—the lethargic snails and turtles, the amusing tadpoles, the clams and mussels, even the salamanders and baby alligators—all of which provide amusement, as well as the proper filtration.

GREETINGS ON THE WING

A rare bird is another Christmas thought. With all our native songsters decamped for other parts, a bird might prove a very opportune Christmas gesture. Here are colour and life and song and decorative value. It might be a Japanese nightingale, with romance in his very name, or a shama thrush or a finch in gorgeous gold, saffron, zebra-striped, or other riotous tropical colours. It might be a flaming tanager or a black, or blue, or tricoloured one. It might be the solemn pope cardinal, with his little red cap or the Brazilian cardinal with a red head and crest, or a pair of devoted parrakeets or lovebirds in pastel or vivid tones. All of them now exist behind the bars of civilization, and their clear, piping, woodland notes are music to the ears.

Even more amusing is the troupial—a somewhat larger bird with an orange and scarlet breast whose ability as an imitator is remarkable. He will imitate the song of others birds or the reveille of martial instruments. One of these delightful birds, owned by an English army officer, had twenty-one bugle calls in his repertoire.

If, however, you must have song—carolling, joyous song, the canary is the obvious choice. And this year, the breeders in the Harz mountains of Germany have sent to this country snowy-white canaries. The modern who goes in for the white note simply ought to have one. Their song is the same—whether you choose the pure white, the clear golden-yellow, the green, or the mottled bird. Contrary to popular conception, the song of a canary is not in the least influenced by its colour.

MODERN HOMES FOR BIRDS

Adrian, an artist with a shop in Los Angeles, designs and makes new and unusual abodes for birds. The chic blue tin cage spangled with silver stars, shown on page 92, which houses two blue shell parrakeets, is a charming example of his work. He designs other types as well, in colour schemes to please you or the feathered inmates.

Bird-fanciers who could not be content with a single bird and whose places include a conservatory or aviary, would be touched with a gift of a Wydah—the pin-tail or Paradise Wydah with a long tail and very decorative colouring. Somewhat larger than the Wydah are the cockatoos, the beautiful rose cockatoo, the sulphur-breasted cockatoo, the Molucca cockatoo, with gorgeous orange-and-red colouring, and other varieties. Another amusing contribution to the conservatory is the toucan—a bird with an extremely colourful body and a bill larger than his entire body and sprayed with all the colours of the rainbow. The largest bird for the conservatory is the macaw, and he and all of the other exotic birds described here are imported by Henry Bartels, Incorporated.

Among the outdoor birds, where there is water on an estate, there are white and black swans, wading birds such as the long-legged herons and cranes, the flamingoes, and the chubby ducks. The imperial white peacock or his multicoloured brother also may add a majestic note to the terrace.

EIGHTEEN INCHES OF DEER

Probably the most amusing gift of all to give the owner of a large estate would be a deer. And, believe it or not, there are deer that stand no higher than one and one-half feet when fully grown. In addition to these, there are several species that could walk under your outstretched arm. They are readily tamed, do not require a high-fenced enclosure, and they are unequalled for adding a native note to the *mise en scène*. Although they are imported from the veldts of Africa, they can be bought in New York, and are not a madly extravagant gesture.



ORDINARY CLEANSING

Note dirt embedded in pores—undisturbed by surface cleansing. Causes blackheads, blemishes, open pores, dull old skin.



PORE-DEEP CLEANSING

All dirt is removed Pores are small, skin smooth. Regular use makes skin clear, fine, young!



DOCTORS PREFER LIQUIDS FOR THOROUGH CLEANSING



Old greasy way: you had to take off your dress and spend 5 to 10 minutes wiping grease on and off. Result: only-superficial cleansing: face felt "muggy," pores not clean.



Pore-deep liquid way: cleanse in 1 minute. No grease to get in your hair; nothing to wipe away. Result: all dirt removed. Your face has never felt so clean before.



Cleanse with Ambrosia in your car, on the train, at the office, during day's shopping in town. Feel instantly cleansed, refreshed no matter how tired and dirty you get.



Keep neck clean of fur-dye and dirt. Ambrosia removes all traces of grime. Leaves neck white and clean.



Skin specialist asks woman . . "WHAT MAKES

YOU *SURE* YOUR FACE IS CLEAN?"

"MADAM, your skin is only half-clean. Deep in the pores are secretions untouched by surface cleansing. These secretions push open pores, cause blackheads and give skin an old look.

"To get skin clean today I recommend liquid cleansing. Use a liquid that contains oils. Thus you combine thorough cleansing that keeps pores fine with lubrication that softens skin."

Ambrosia, the pore-deep liquid cleanser skin specialists recommend, not only penetrates instantly, but also contains pure sweet oils to keep skin smooth. Thus combines penetration of soap and water, with lubricating effect of cream.

No danger now of half-clean face. No risk of drying skin out like paper. Skin specialists say Ambrosia cleanses, tones and softens skin, and many of America's most notable women have found this true.

How to tell if pores are dirty

After cleansing in the usual way, examine your face in a mirror. Can you see pinpoints of black around mouth, or on chin, cheeks, nose? Does skin have a dull, grey look? Are pores open, texture coarse? Sure signs only the surface is clean, leaving crevices clogged with greasy secretions to make skin coarse and old!

How to be sure pores are clean

Pour liquid Ambrosia on cotton and wipe gently over the face. You feel Ambrosia tingle. You know it is cleansing and stimulating skin. Repeat with fresh pads until cotton comes away spotless. Your skin has never felt so clean before! No board-like stiffening. No muggy, greasy feeling. Instead, the radiant cleanliness every woman desires.

IF SKIN IS DRY, finish treatment by patting additional Ambrosia onto face, continuing patting with fingers until skin has absorbed softening oils. At night add a lubricating cream. Skin soon becomes normalized. Then Ambrosia alone keeps it smooth.

IF SKIN IS OILY, finish by rinsing with cool water to stimulate circulation and remove surplus oil.

Busy women—read this . . .

Here is quick, convenient cleansing busy women want. No need now of many preparations, or of lengthy face-stretching massage.

Carry Ambrosia in your purse. Use it to remove travel-stain from train or auto, or for quick clean-up during the day. A boon to every woman who must always look her best.

NOTE: If you have not tried Ambrosia, send at once for generous sample. Hinze Ambrosia, Inc., Dept. 13-A, 114 5th Ave., New York, N. Y.; Dept. 13-A, 69 York St., Toronto, Can.

Notable women who use Ambrosia

MISS ANITA LOOS
MISS FANNIE HURST
MISS HELEN MORGAN
MISS JESSIE BONSTELLE
MISS MARILYN MILLER
MISS ADELE ASTAIRE

4 ounce $1.00 • 8 ounce $1.75 • 16 ounce $3.00

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AMBRŌSIA

the pore-deep cleanser



To wives, mothers, sisters, sweethearts *who don't get what they want for* CHRISTMAS

READ about a new way to avoid gift disappointment—the Whiting & Davis "Save-A-Man" Campaign!

The coupon below is the key to the whole situation. You simply fill in the name and address of husband, father, brother or sweetheart from whom you would like to receive a Whiting & Davis Mesh Costume Bag.

Mail the coupon to the Whiting & Davis Company. At an appropriate date, a message will go to "him," *without in any way disclosing your identity,* suggesting the desirability of giving a Whiting & Davis Mesh Costume Bag.

Harassed gift-seeking males will rise to the helpful suggestion like a trout to a fly. Result: you will receive at least one gift you desire. Fill in and mail the coupon—right away. "Save-A-Man" this Christmas!

WHITING & DAVIS COMPANY
World's Largest Manufacturers of Mesh Costume Bags
Makers of Costume Jewelry for Everyone
PLAINVILLE (Norfolk County) MASS.
In Canada: Sherbrooke, Quebec

Hand in Hand With Fashion

Look for this trade-mark stamped on the frame of every genuine Whiting & Davis Mesh Costume Bag. It stands for over 50 years of creative craftsmanship.



No. W-31 Dresden Soldered Mesh Bag. Silk Lining and Mirror. Enamel Frame and Chain. Real Marcasites. 4 inches wide.

WHITING & DAVIS *Mesh* COSTUME BAGS

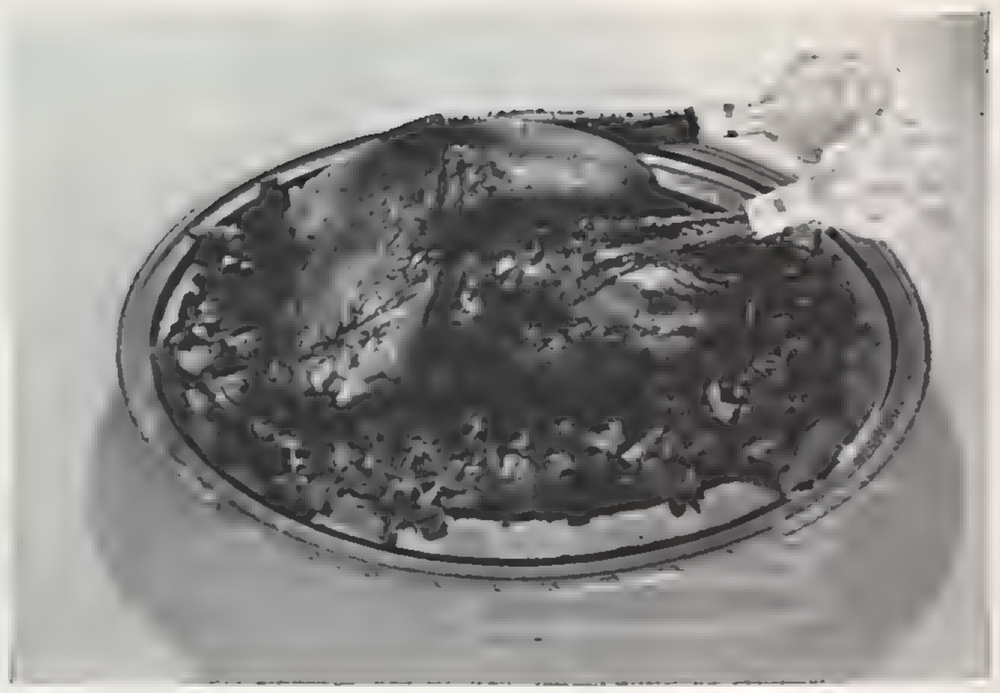
WHITING & DAVIS CO. Dept. V-12
Plainville (Norfolk County) Mass.

Gentlemen: Will you send your Gift Suggestion letter to the name and address below—without, of course, in any way revealing my identity. Thank you.

Name .....

Street and No. .....

City ..... *State* .....



No Yuletide feast can be complete without a turkey of noble stature; from the Ritz

CHRISTMAS IN CRYSTAL AND SILVER

(Continued from page 95)

broiler. If one prefers, this dish may be prepared with a combination of sweet potatoes and pineapple. The pineapple is cut in round slices of the same thickness as the potato, and the slices are arranged in alternation. The remaining preparation is the same.

CORN FRITTERS

To a quarter of a pint of boiling water, which contains a pinch of salt, a pinch of sugar, and three ounces of butter, five ounces of flour are added. These are worked well into the water, until a dry, smooth paste is obtained. Then, three eggs are mixed in, one by one. The boiled corn is added in the proportion of one-third corn to two-thirds dough, and the mixture is stirred well together. The fritters are then prepared in the ordinary way.

SABAILLON SAUCE

To make this sauce, which is an ideal accompaniment to plum pudding, three-quarters of a pound of sugar, the yolks of twelve eggs, and one and three-quarters pints of white cooking wine are mixed well together. This is cooked in a double boiler or in a bain-marie, over very hot water, whipping the mixture constantly until it becomes thick and fluffy.

THE CHRISTMAS MENU

Consommé des Viveurs
Cheese Wafers
Celery, Olives, and Nuts

Striped Bass and Scallops à la Marinière

Christmas Turkey, Carlton Stuffing
Cranberry Sauce
Sweet Potatoes, Louisiane — Corn Fritters

Palm Beach Salad

Blazing Plum Pudding, Sabaillon Sauce

Café Noir

While turkey as a Christmas main course may appear at most tables, there are some other excellent dishes that have been considered quite as traditionally suitable. Roast goose, boiled capon and oyster sauce, ribs of beef, even suckling pig, are all appropriate to the occasion.

Our ancestors had lusty appetites and were not afraid of enlarging their waist-lines. Sweets were not confined to a mere plum pudding. Mince pies made with the richest ingredients and lashings of the best brandy (without which the suet and citron would inevitably have disagreed with us) and such beautiful confections as the Gâteau Saint Honoré, below, were part of a feast that has shrunk to suit our figures.



MARTINUS ANDERSEN

A Gâteau Saint Honoré, with its shining glacé fruit, is a decorative departure from the proverbial plum pudding; from Louis Sherry

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Soap, Shaving Bowl, Shaving Stick, Talc and After-shaving Lotion, $5.



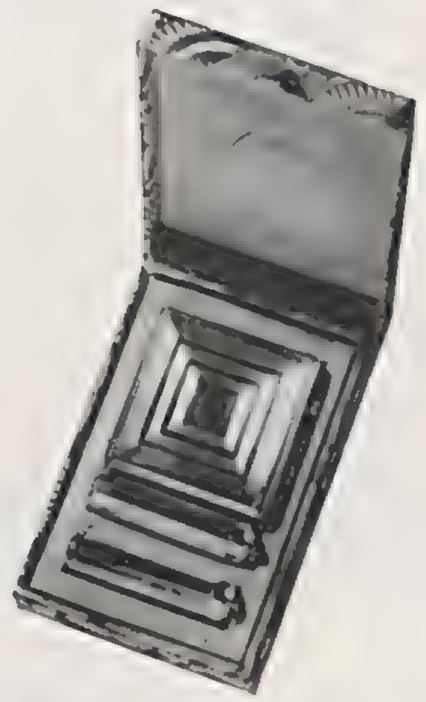
Soap, Complexion Cream, Cleansing Lotion and Face Powder, $5.



Lavender Bath Salts and Soap, $1.50.



The Compendium Set, containing complete lavender series, $12.50.



The Yardley Triple Compact, $3.50

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Le Dandy d'Orsay

The contribution of Paris to the exotic requisites of the connoisseur.



Duo d'Orsay

The romance of yesterday blended with the sophistication of tomorrow.

SEEN ON THE STAGE

(Continued from page 76)

participates in the proceedings from the moment the curtain rises on a rare sketch called "Bedroom Scene" until its final descent, and after. If, even then, they murmur "The exception that proves the rule"—well, they will have to admit that Americans, though they may not exercise it often, are capable of abandon.

"Three's a Crowd" has the same captivating informality that the first "Little Show" had. And it has, also, the same three principal players—Clifton Webb, Fred Allen, and Libby Holman—the two men in just as fine form as last year, or better. Miss Holman, never a favourite with this department, may have improved, but she still clings tenaciously to the only trick she seems to know, and this time it appears dated, shoddy, frazzled. But Webb and Allen, Tamara Geva, Margaret Lee, Amy Revere, in fact, every one else and everything involved in this show—the dances, the sketches, the verve and skill and humour of the whole proceedings—more than compensate for her.

"Bedroom Scene," which opens it, gets through only the first few torrid love-lines when they decide this shall not be that kind of revue. The wife, the husband, and the lover scamper into the wings. Stage-hands remove the bed. All that follows in this show of shows is scrupulously clean.

Some of the sketches naturally are not as amusing as others. But the least amusing has a laugh in it. The best are "In Marbled Halls," Lawrence Schwab's telephonic skit, "On the Wire," and "Rear-Admiral Allen," a grand burlesque of a great polar discoverer delivering a lecture with photographs—or rather the identical photograph—shown over and over to his presumably gaping and credulous countrymen.

Allen's monologues may be considered sketches. They are irresistible. He understands the essence of comedy and possesses both the technique and the personality for projecting it. Webb has never danced better; he proves once again that he is as good as the best of the "hoofers." Moreover, in such numbers as "In Marbled Halls" (with Tamara Geva) and "The Moment I Saw You" (with Amy Revere), he shows also a flair for what is generally considered more serious dancing. Miss Geva and Miss Revere, too, push their way to the front rank of rhythmic Terpsichorean artists. The former's dance, with "the girls," entitled "Talkative Toes," is beautiful. Margaret Lee does not lag far behind her.

But enumerating the virtues of "Three's a Crowd" would be almost a reprint of the program. One must nevertheless single out for mention Howard Dietz who "conceived and compiled" the revue and wrote some of the music and lyrics, Albertina Rasch who "created and arranged" the dances, Albert Johnson's settings, and especially Max Gordon, the producer. For he has given New York the kind of fresh, bright, generous revue she does not get every year.

The two other musical shows that promise to be with us many months are the contemporary equivalent of operetta. That is to say, they have stories. But, before enlarging on their virtues, a couple of events of far greater importance from all points of view demand attention.

"The Green Cockatoo"

First and foremost, the beginning of the Civic Repertory Theatre's new season. The valiant, unique troupe that Eva Le Gallienne established way down-town in Fourteenth Street and in the affections of an ever-growing, extraordinarily faithful, and intelligent public four years ago has begun its autumn activities with the production of Schnitzler's one-act play "The Green Cockatoo," used as a fore-piece to the brief "The Lady from Alfaqueque," the comedy from the Spanish of the Brothers Quintero, which has been in the repertoire for some time.

The name is that of an underground wine-room in Paris; the time, the day the Bastille fell. Instead of employing the usual method—off-stage noises—to indicate riots and revolutions, Miss Le Gallienne utilizes simply punctuated growls. By crowding her stage with excited people, she manages to give a fine feel of the historic turmoil outside. She crowds the stage, but she never neglects the groupings—they are always provocative, fluent, lovely. Through the entire play runs satirical comedy, which contrasts strikingly with the tragedy without, and emphasizes it.

The play and the production suffer somewhat from the fact that Schnitzler overdid his satire and the actors to be in key must also.

"Siegfried"

The second new venture at the Civic Repertory this year—this one full length—is "Siegfried," Jean Giraudoux's remarkable drama of politics, love, and the conflict between the French and the German national temperaments just after the War. It absorbed audiences for a full year at the Comédie des Champs-Élysées. The reason is evident.

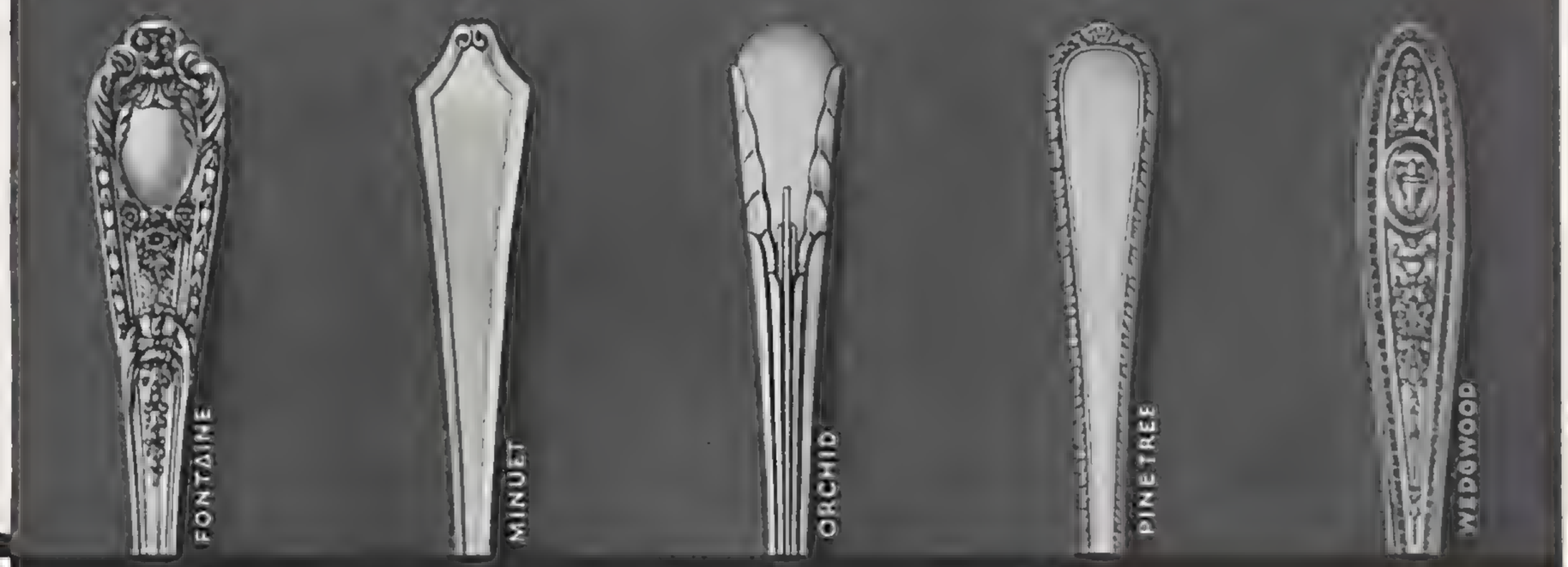
The Siegfried of the title is the chancellor of Germany. He has no past, no memory whatsoever of who or what he was before recovering from a wound received early in the War. Eva, a German nurse, cared for him in the hospital, brought him forth, and steered him during his meteoric rise to power. She is still ministering to him when a sculptress, Geneviève, arrives, recognizes him as her fiancé, a mediocre French novelist, whom she had thought dead. He must decide whether to remain where he is, a stranger even though the idol of sixty million people, or return to his own land where he is nobody, but where everything means something to him. Stated thus baldly in outline, the idea appears to have neither great depth nor interest. But Giraudoux has told his story intensely and with a profound psychological understanding.

It needs cutting badly. The pace of the Civic Repertory production is disastrously slow. Jacob Ben-Ami acts the title rôle funereally. Margaret Mower as the German nurse never seems either Teutonic or a nurse. Many of the minor parts are poorly played. Those (Continued on page 136)



● International Sterling is showing beautiful hollowware to match each of the five flatware patterns illustrated below. At the left are several gift pieces in the Orchid pattern—all moderately priced. The candlesticks are $65 a pair; the oval bonbon dish, $11.50; the oval centerpiece with flower holder, $65; the compotier, $25; salt and pepper, $25 a pair.

● International Sterling has placed new low prices on flatware in these five beautiful patterns—Fontaine, Minuet, Orchid, Pine Tree, and Wedgwood. For example, the small sum of $13.50 will purchase one place-setting in Minuet—that is, 1 knife and 1 fork (dessert-size), 1 teaspoon, 1 bouillon spoon, and 1 butter spreader. Ask your jeweler for other new low prices.



● At the left are some particularly attractive pieces of hollowware to match the Wedgwood flatware design. The useful Wedgwood sandwich plate costs only $35; the coffee service—and what woman wouldn't be delighted to own it!—may be purchased complete for $212.50, or without the tray for $150; the goblets are $300 a dozen; and the graceful water pitcher, $120.

● These fine pieces of International Sterling toiletware include the Cavalier military brushes at $7.50 each, or $15 a pair; and the Courtier hair brush at $10.00. Combs to match may be purchased for $3.00 each. The graceful Camille mirror, including brush and comb to match, costs $75; the Orchid mirror at the extreme right, also with brush and comb, costs $60.



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SEEN ON THE STAGE

(Continued from page 134)

faults, serious as they are, may be remedied in later performances. If they are, the play will stand with the best in the repertory of the company in Fourteenth Street. For the theme and the writing are beautiful, the drama absorbing. Miss Le Gallienne's Geneviève has poise, ease, and allure; Egon Brecher endows the rôle of a rebellious baron with both force and humour; and J. Edward Bromberg makes a deliciously comic character of an old customs officer quartered in a tiny frontier railway station.

"Twelfth Night"

The second "straight" event of the fortnight is the production by Kenneth Macgowan and Joseph Verner Reed of "Twelfth Night," with Jane Cowl as Viola. They have staged the gay, lusty, always interesting comedy as it has never been staged before, so far as one ardent theatregoer knows. The ascending curtain discloses a book at least ten feet tall standing before a painted drapery that falls in folds, disdaining even to attempt to give the impression of a back-drop or a cyclorama. The clown opens the book. On the title page, in large, quaint letters is printed:

Twelfth Night
or, What You Will
A Pleasant, Conceited Comedie
by
William Shakespeare

The clown then turns the page, and one sees the Duke's Palace painted on the leaves. The first episode is played before them. Thus, merely by turning the pages, the sets are shifted. The ruse conceived by Raymond Sovey, besides being original and charming, eliminates the usual long waits between scenes. That calls for cheers.

One need not at this late date enlarge on the merits of this the best of the Shaksperian comedies. It easily holds its own with any that have been written in the three hundred years since it first saw, literally, the light of day. And certainly our generation of playgoers has never seen it better rendered.

Miss Cowl, as lovely as ever, has discarded the cheap vaudeville antics that have marred her work during the past two or three seasons. Her Viola is simple, sincere, spontaneous. The word spontaneity describes accurately the acting of the whole supporting cast. Walter Kingsford's Sir Toby Belch, Jessie Ralph's Maria, and Arthur Hohl's Sir Andrew Aguecheek are well-nigh perfect. The drinking scene—probably the most successful of its kind in all dramatic literature—is sheer delight. Leon Quartermaine's Malvolio, while well done, is not exceptional. But that approaches quibbling. Suffice it to say that Andrew Leigh has selected actors who are able to make the parts live. And, he has directed them in such a manner that the play lives, too—a surprisingly modern, hearty, merry comedy, not a musty classic. Indeed, like "Romeo and Juliet" at the Civic Repertory Theatre, "Twelfth Night" is played for its values as a play, not as a revival of an immortal work full of familiar quotations.

And so, as Pepys might have said, to the operettas.

"Girl Crazy"

Aarons and Freedley call their excursion into the Great Open Spaces "Girl Crazy." It tells the tale of a ne'er-do-well city feller who, exiled to Arizona by his rich relatives, establishes a dude ranch, falls in love with a daughter of the plains, and, judging from the clothing she wears, makes an effete Easterner of her long before the final chorus.

George Gershwin wrote the music. While not one of his best scores, it is bright, rousing, and at least three of the songs—"Sam and Delilah," "I Got Rhythm," and "Look What Love Has Done for Me"—will undoubtedly be sung all over the land and through the air for many months to come. There is also "Bidin' My Time," a delightful cowboy quartette rendered by "The Foursome," which starts the show off and, although repeated several times during the evening, is not repeated nearly often enough.

Ira Gershwin's lyrics are high above the average, a fact that the performers seem to appreciate, for they actually permit the audience to hear them! The dances and ensembles, too, arranged by George Hale, exhibit more than the usual sprightliness and taste.

But the honours go to the cast—in particular, to Ethel Merman to whom the three "hit" numbers have been entrusted. In a classified directory of singers, she would probably be grouped with Libby Holman, but she excels her in every respect, because she is not only a better singer and has a more attractive personality—she is an accomplished actress, as well. Willie Howard comes next; his antics are always jubilantly crazy like an unoccupied, unfastened canoe on wind-swept water. His imitations of Chevalier, Jolson, Cantor, and Jessel remain fresh. Ginger Rogers has not much to do except look lovely; she lives up to her assignment. For good measure, there are the De Marcos—their dancing grows in skill and charm with the years. Renee De Marco has an unmatched grace.

"Princess Charming"

The late Jack Donahue, whose untimely death deprived the stage of a great comedian and even greater "hoofer," wrote the book of "Princess Charming," a "musical romance." It adheres closely to the mood and manner of the Zenda—When Knighthood Was in Flower school; it has the same paucity of humour. The melodious music, by Albert Sirmay and Arthur Schwartz, maintains, heightens the grandiose romance.

The droll Victor Moore is severely handicapped by the book; it affords him little to work with. Evelyn Herbert has a beautiful voice, but no discernible histrionic talent. And Jeanne Aubert resorts to "making faces," rolling her eyes, simpering in her speech and in her walk, in a too determined effort to be funny.

Yet strangely, despite all those drawbacks, "Princess Charming" remains a (Continued on page 138)



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SEEN ON THE STAGE

(Continued from page 136)

pleasant, tenderly nostalgic operetta, a welcome contrast to the blare and brazenness all about it.

"Solid South"

The innocent bystander can not know whether Lawton Campbell, the author, Rouben Mamoulian, the director, or both should be held responsible for the way "Solid South" is played. It flutters about, apparently unable to decide whether to be farce or serious drama, the pathos understressed, the comedy so exaggerated in many places that it approaches burlesque. For two acts, however, it holds the interest, frequently does more than that. The third act, unfortunately, is so thin, so obviously padded, it wipes out the favourable impression made by what preceded.

The play revolves about a benevolent tyrant, an ante-bellum (Civil, not World) Southern gentleman. He bullies negroes and his women folk, absorbs numberless mint juleps, hates Yankees. Without a penny and having sold everything except the old homestead—which no one will buy—, he lives by borrowing from the neighbours, the butcher, whoever will lend. A Yankee capitalist and his son arrive, fall in love with the Major's daughter-in-law and granddaughter respectively. That creates the situation.

Richard Bennett, when he does not step out of character to project himself, makes the Major a lovable old relic. Elizabeth Patterson gives an inimitable interpretation of a sharp, but tender elderly spinster. The Yankee's son, acted by Owen Davis, junior, has freshness and enthusiasm. And Jessie Royce Landis is excellent as a purring, soft Southern lady who knows what she wants and how to get it.

"Canaries Sometimes Sing"

"Canaries Sometimes Sing" is second—or tenth—rate Lonsdale. The brilliant English playwright has taken two married couples and tried to discover how many complications he can extract from them. As a game it may be exciting, but not as a play. Even his dialogue lacks the scintillating quality—except occasionally—his other works have taught us to expect of him.

Yvonne Arnaud, Robert Lorraine, and Athole Stewart play the piece splendidly. The fourth part is poorly done.

A PORTFOLIO OF CHRISTMAS GIFTS

(Continued from page 85)

palpitations when she gets one red, red rose with a card attached, from Max Schling or some other smart florist, saying that she is going to receive a bouquet every Saturday morning for the rest of the winter. A débutante, if she be true to her species, will be thrilled to her toes with a card for a tap-dancing course *chez* Ned Wayburn. Anything young and adventurous will feel an icy thrill up and down his or her spine when handed a Christmas certificate stamped with a magnificent gold seal from the Curtiss-Wright Corporation saying that he or she is enrolled for a private pilot's course and entitled to a certain number of gorgeous hours learning take-offs and turns and landings and how to recover from stalls and spins.

You might quietly slip into some one's hand a lease for a schloss in Austria, or a villa in Florence, or a palazzo in Venice, or a castle in England, for next summer's holiday. Mr. Sewall at Overseas Homes, Inc. can arrange these matters for you.

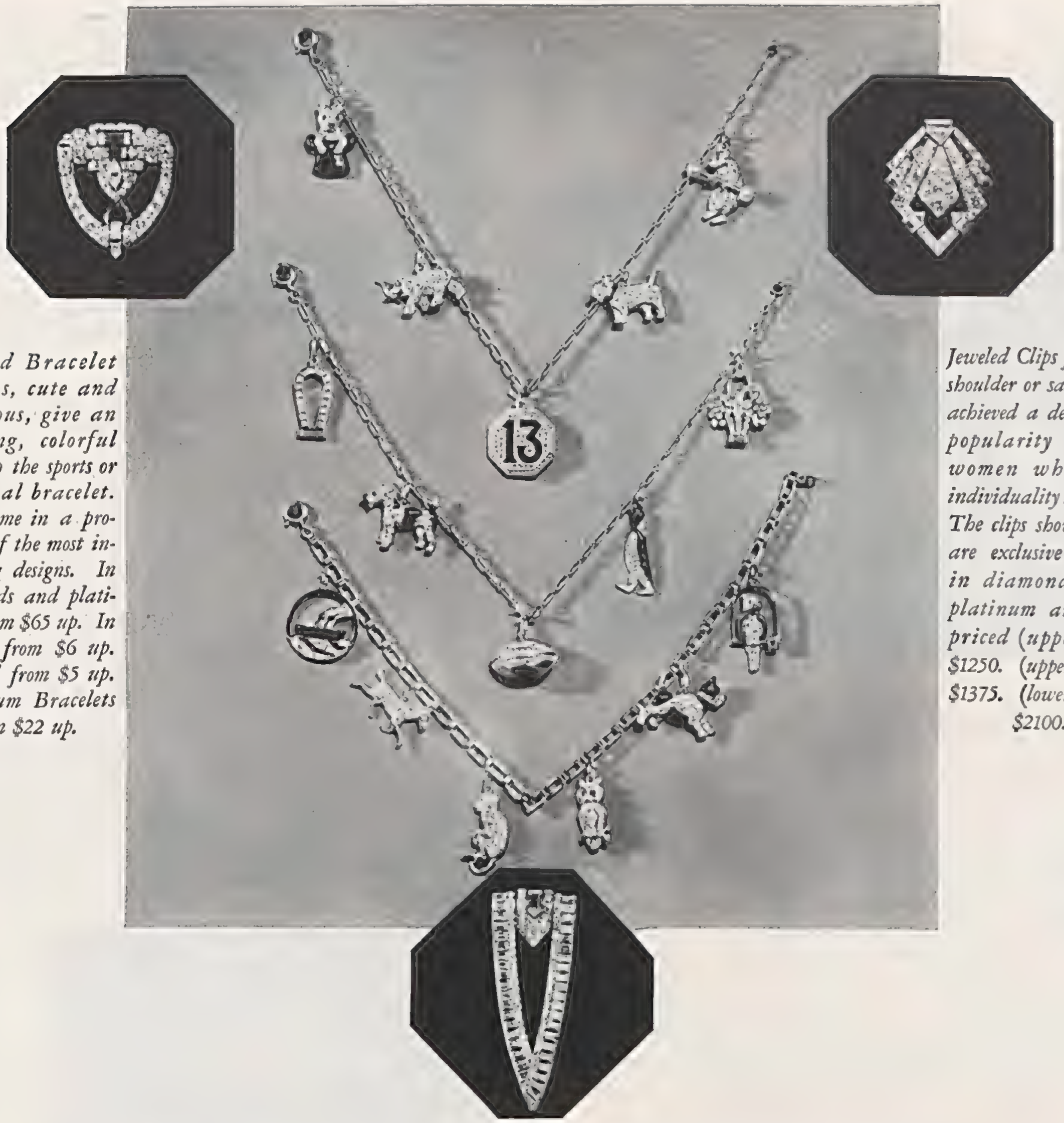
If you remember the fun of eking out a Christmas lollypop to the full, consider the fun of receiving a letter from the manager of the Colony or Voisin or some other pet restaurant, saying that a credit has been established in your name so that you can lunch there, if not ad infinitum, at least for the rest of the season. Or how terribly pleasant to find under the tree a box to the opening of "Peter Ibbetson" at the opera, or a couple of seats to the Philharmonic, or tickets to take a dinner-party to the latest Broadway hit.

Low-brow or highbrow, it is always amusing to get a magazine subscription to some foreign publication—Punch, L'Illustration, Deutsche Kunst, Le Rire, or, though we say it as shouldn't, to Vogue or Vanity Fair, to House and Garden or the American Golfer. Brentano's or any large bookshop will undertake the foreign subscriptions for you.

Another good idea is a year's or six months' subscription to some such organization as the New York Society Library, which delivers its circulating books to you and fetches them away again, when you are through. That is, if you live in New York City; otherwise, the books are sent by parcel-post to wherever you live.

One of the best of the intangible whatnots are courses of treatments at the beauty specialists. Marie Earle gets out gift booklets of six or twelve of her treatments. Dorothy Gray offers a choice of three excellent courses. A favourite present from Elizabeth Arden is heralded by a Christmas card that reads intriguingly—"Course of six muscle strapping and skin toning treatments combined with Egg Masque." Her fashionable massage and exercise course is another good gift.

You might give a son or daughter a membership in a club that they have been longing to join; a father or husband bowed with the cares of Wall Street, twelve or thirty "Hours with Jac. in the Clouds"—exercise, massage, and sun ray on the sixty-ninth floor of the Chrysler Building. You might give bridge or backgammon lessons, or an unlimited credit at a private taxi garage. You might give booklets for films from a film-renting library. You might—but the fun of these Christmas gifts is largely creative. Here, dear readers, is the idea. Invent others yourself.



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FRENCH FRAGRANCE

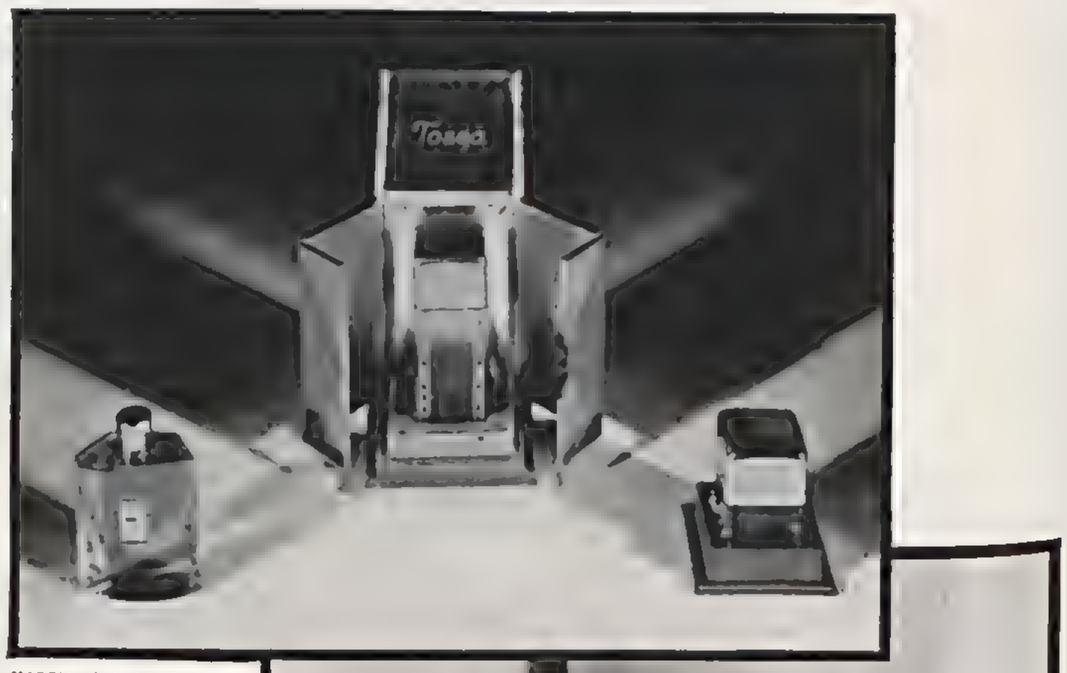
(Continued from page 78)

when a thousand pounds of rose leaves are probably involved. Nearly three hundred dollars is charged for a pound of musk. Every new perfume needs months of experimenting and testing, for it's impossible to predict what result certain conditions are going to give, and months for the chosen recipe to brew.

The laboratory of a great Parisian perfume factory looks like the kitchen with an extraordinarily clean floor. It is equipped with rows and rows of burnished copper boilers, stacked with great wicker jugs, and supplied with kettles and tubes. The rest of the factory is given over to the filling of the bottles, and packing them up, and shipping them off—beginning with an inspection of the flacons, a thorough washing of the flacons, and a rinsing of the flacons in an acid solution that leaves them gleaming like jewels. Strangely enough, only the faintest fragrance of perfume hangs over the place.

And, in addition to all this? Well, there is the man who designs the presentation; the modeller of the flacons, the mould worker, the glass-blower, the box maker, the artist to letter the labels, the engraver, and the printer—just to mention a few who play their parts in finishing off this art. As for the visible results—look at the newest perfume bottles that we have reproduced in the photographs on pages 78 and 79.

Hold a modern perfume bottle to the light—it is a beautiful thing, in itself. Lift out its stopper—the fragrance banishes all cares. A mysterious fragrance, but not a greater mystery than the way in which it has come to be. But we are satisfied with this unfathomable, this lovely scent.



MARTINUS ANDERSEN



BARNABA

Above are shown three versions of "Tosca," the new perfume from Ferd. Muhlens, the creator of the celebrated colognes; from Bonwit Teller

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Bloomers that look like panties, from Madame Alexandre, are of pale pink crêpe satin, with an overskirt edged with tinted Racine lace; Saks-Fifth Avenue. Palmyre's bloomers of flesh crêpe are fitted by tucks. Yrande makes a nightgown, "Princesse Lointaine," of straw coloured triple voile; from Gervais. Olga Hitrovo uses ashes-of-roses chiffon and rosy-beige lace for "Moulin Rose"

NEW LINGERIE ECHOES THE MODE

(Continued from page 81)

to fit smoothly around the waist-line and above the knees. Fine shaping, by means of pin tucks, eliminates both elastics and bands.

Gossamer fabrics, such as triple voile, chiffon, crêpe turco (a heavy washable crêpe chiffon), and georgette, predominate in this new lingerie mode. Crêpe de Chine and crêpe satin still have their place. White is very important, and shades that dissolve into white are charming and new: flesh, shell-pink, faint, rosy beige, palest turquoise, aquamarine, and *paille.* Delicate hand-work, such as tiny tucks or pipings, hemstitching, *point turc,* or incrustations of another fabric, are the decorative motifs that shape these enchanting garments. Two fabrics, such as crêpe satin and chiffon, are often used for nightgowns, slips, or combinations, reiterating the fabric combinations that go to make up much of the mode.

Lace also plays an important part in the creation of these lovely things. Valenciennes, Alençon, guipure, delicate malines, and cobwebby shadow laces are often tinted to match the fabrics. Ecru and ochre shades are charming with white, flesh, or rosy beige.

Throughout the lingerie *couture,* there is a notable similarity of feeling for subtle delicacy, yet certain details are typical of each house. Vionnet's nightgowns and slips have all the elegance of cut by which her dresses are characterized—the typical Vionnet manner, simple, comfortable, and practical, with a charm and a sophistication that are entirely feminine in appeal. The tight-fitting maillot, of rose silk jersey (illustrated in the sketch on page 80), is Vionnet's own suggestion for an undergarment for evening wear.

Hélène Yrande seldom uses lace, but depends upon delicate hand-work, tucked ruffled edgings, and intricate cut. She cleverly combines crêpe satin and chiffon in the lovely nightgown on page 81. She loves white, pale pink, pale blue, and very pale yellow or straw colour; and many of her nightgowns have (Continued on page 146)

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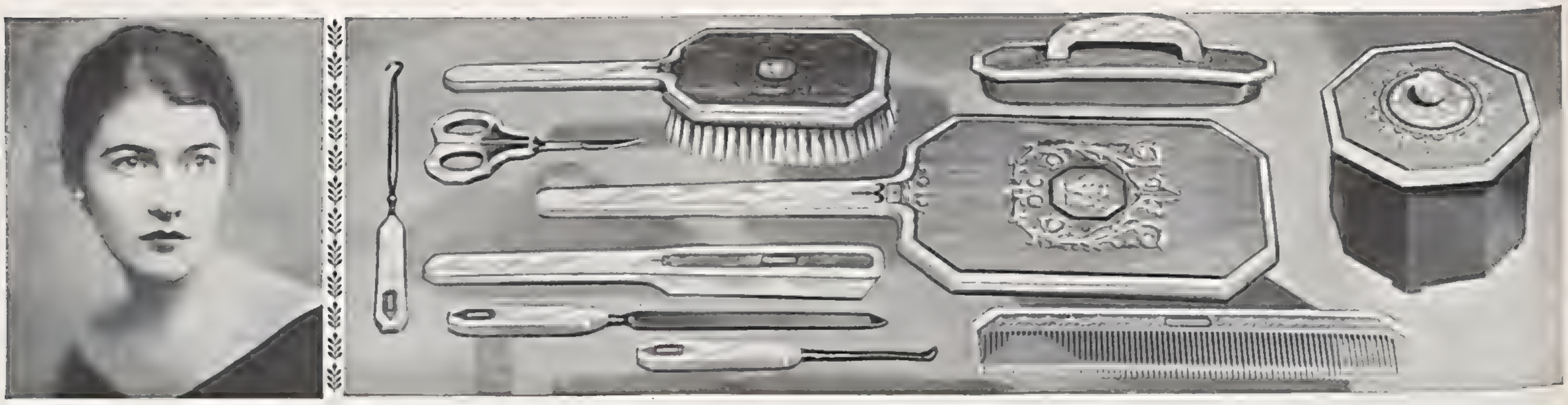
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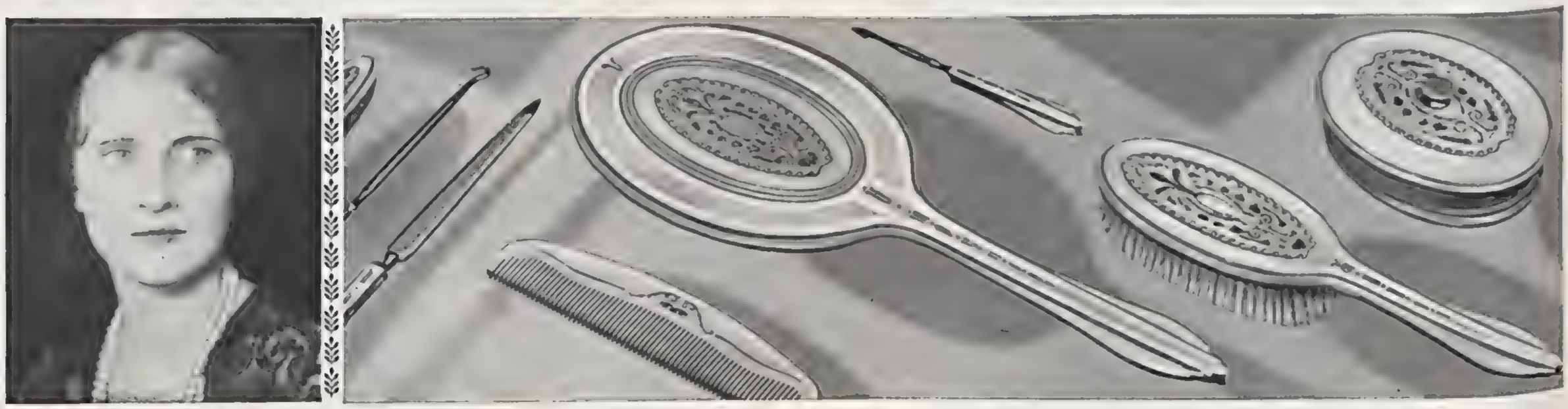
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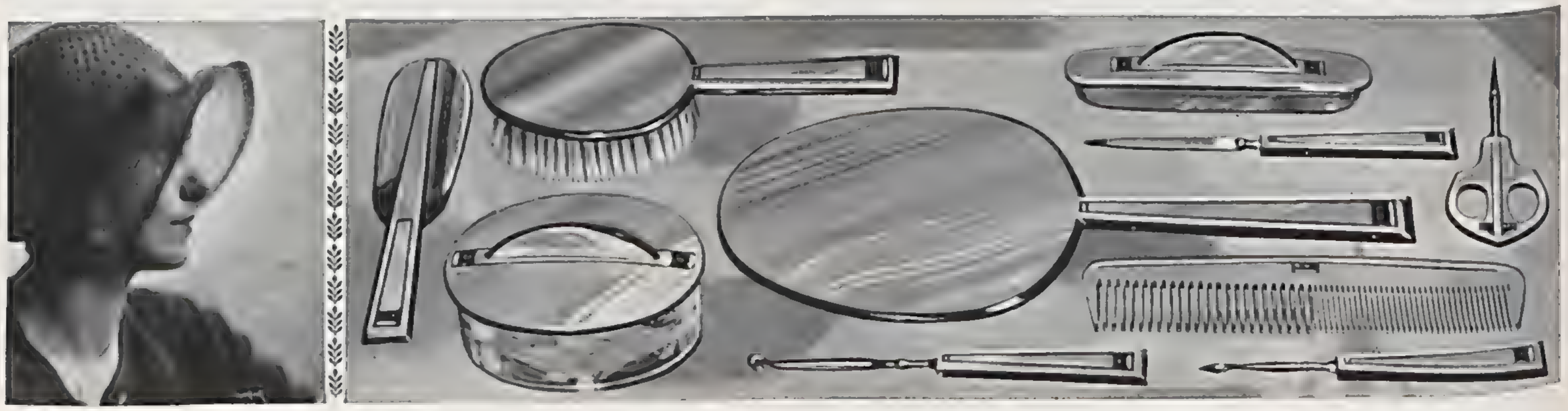
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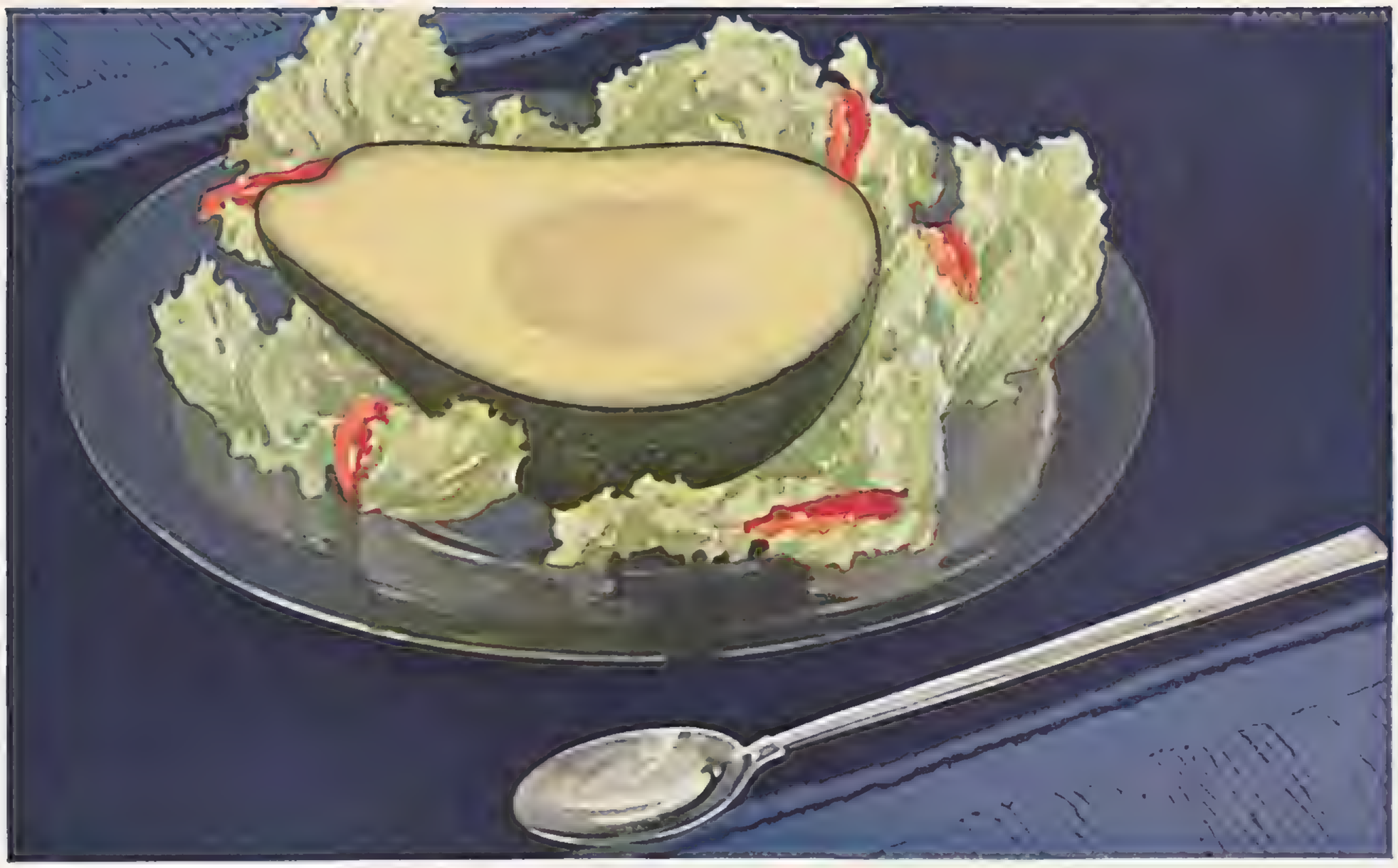


New Decade

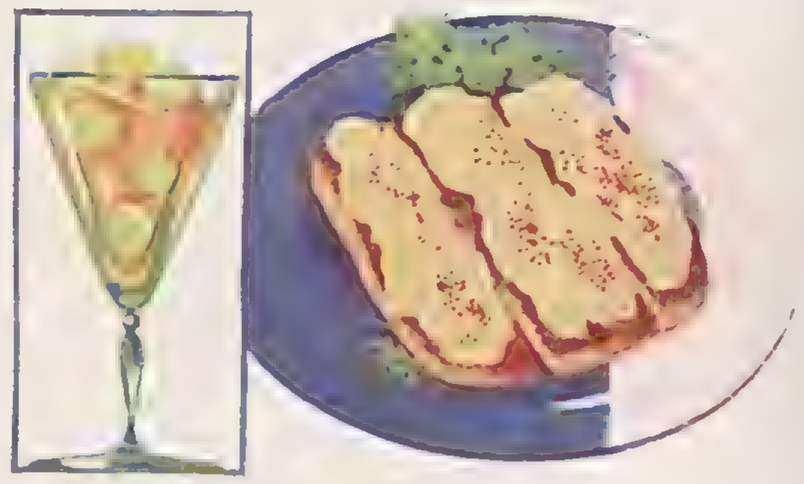
We dance again to melodies of Old Vienna . . . wear the graceful fashions of another day . . . learn, once more, the charm of elegance. And romance, returning, gives us lovelier jewels, rarer perfumes, softer gowns . . . but leaves us this same luxurious cigarette. For there are a hundred perfumes and as many gems. . . . But in all the world, there's no cigarette so fragrant, so delicate, so delightful as Camel.



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NEW› and deliciously *unlike* other fruits!



more plentiful this year, and cheaper

THERE *is* something "different" to serve! It is the Calavo, the unique salad fruit grown only on the sunny hillsides of Southern California.

It is ready for you now—utterly unlike anything you have ever known and utterly delicious. Its flavor is distinctive, delicate—indescribable. You have only to taste the Calavo's *melting goodness* to discover it "The Aristocrat of Salad Fruits".

Novel in every way, the Calavo makes salad an event—even in its simplest servings. Halved, placed on a bed of lettuce, accented with a sharp, thin dressing, it is the supreme delicacy—even for *smartest* occasions!

It makes an unusual hors d'oeuvre, cocktail or sandwich spread—and an ice cream of rare smoothness. This year you may serve Calavos in many ways, more often, as they are more plentiful than ever before and lower in price. And you will wish to, because Calavos are not only smart but healthful.

They combine the needed vitamins of fruits with an exceptionally high nutritive value. They supply as much energy as lean meat—also natural fruit oils which have an important regulative effect on the entire digestive system. Calavos make an ideal mid-day meal, easy to digest, energizing yet "light".

FREE—Hostess Recipe Booklet

So for healthful enjoyment serve Calavos as often as you wish. Send coupon for free, new *Calavo Hostess Book*, illustrating correct service form for unique recipes and fully explaining the place of "California's Aristocrat of Salad Fruits" in the diet.

Buy Calavos from any high grade grocer. Every Calavo is trademarked on the skin, and only Calavos are pretested and graded for highest quality by the Calavo Growers' own staff of inspectors.

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Madame Alexandre uses palest aquamarine satin for this scalloped nightgown with a double bertha collar; Saks-Fifth Avenue. The white crêpe de Chine set from Palmyre includes a slip, panties, and brassière and is trimmed with hand-hemstitching; Saks-Fifth Avenue. Cadolle's "Mille Plis" is a combination of rose quadruple voile and écru Alençon lace with many tiny tucks

NEW LINGERIE ECHOES THE MODE

(Continued from page 142)

short sleeves or short sleeve effects. Her *déshabillés*, bed-linens, and travelling-sets are works of art, known to and used by all the smart women of Paris.

Annek combines real Valenciennes lace with chiffon to make beautiful nightgowns of intricate cut. Her delicate hand-work is exquisite, especially her incrustations of satin on chiffon. She often uses fine pleatings, tuckings, or scallops and finishes her edges with a loose over-stitch. She is partial to a pale shade of shell-pink.

Cadolle fits the tops of her combinations tightly to serve as brassières and encrusts Alençon lace, often tinted to match the *tissu*. Many tiny pin tucks mould the bodice of the combination illustrated on this page.

Lovely hand-work and narrow ruffled borders or insertions of real lace characterize the lingerie of Rosa Pichon.

Madame Hitrovo creates lovely sets, including nightgown, combination, or panties and slip, and chooses palest shades of creamy peach, ashes-of-roses, or aquamarine. These sets she makes of washable chiffon or triple voile, with delicate incrustations of Alençon or malines lace. She seeks historical inspiration for her nightgowns, one of which is illustrated on page 148.

Madame Jeanne, of Martial et Armand's shop, "Au Treize Sport," has designed the most delightful underslips and combinations of rose or palest turquoise crêpe turco, cut in bias squares and joined by fine faggoting. These she trims with shadow lace in shades to match.

Madame Alexandre specializes in tea-gowns and house pyjamas, as well as lovely lingerie. She cleverly combines crêpe satin or crêpe de Chine with georgette, and, when she uses lace, it is dipped to match the fabric. Her newest bloomers have a tiny encrusted overskirt, edged with lace.

Palmyre makes simple wearable lingerie, well cut for comfort and, therefore, excellent for sports wear. The set illustrated on this page is of white crêpe de Chine, trimmed with hand-hemstitching. Her bloomers of flesh crêpe de Chine, shown on page 142, are fitted at the waist-line and the knees by means of tiny inverted tucks.

Swiftly, daily, watch your skin grow younger



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TEXTURE LOVELIER

With just one satiny cream



THAT WASHES AWAY

Bitter winds that roughen and sting . . . hot dry rooms that suck the precious moisture from your skin... how can you keep it young and soft and fresh? — its petal-smooth texture safe till Spring again?

Really it's very simple. You don't need complicated treatments — you don't need a shelf-ful of bottles — you *do* need one crystal jar of Pinaud's wonderful Cream, and a little persistence to back up your good intentions. For Pinaud has packed into every ounce of this new Cream elements that set to work like a corps of experts the minute you smooth it on. First melting deep into the pores and gently "floating" the dirt to the surface — then suppling the tissues with swiftly-absorbed oils — then, as you splash on plain clear water, *dissolving and washing away!*

A complete scientific "facial" every day of your life... is it any wonder that devotees of this new French treatment are so enthusiastic? Enlarged pores, freed of their clogging accumulations, contract normally. Dry tissues are soothed and suppled to velvet-softness. Sluggish circulation is quickened to new life. Don't let another day go by without the protection, the swift efficient help, the actual rejuvenation, that only Pinaud's Cream can give. Pinaud, Paris — New York.



DRAMATIC MODERN JEWELLERY

(Continued from page 71)

design formed only by the contrast of different cuts. Others are designed in different colours with rubies, emeralds, sapphires thrown in. It is a little smarter perhaps, just now, to use not more than two contrasting shades. Sometimes, these clips are bought in pairs that can also be clipped together to make a brooch, a mechanical trick that is very much in keeping with the times.

The bracelets of the winter are, exactly as are shown on page 73, not very wide or massive, but bold and strong in design. They have a sort of poster quality, a gorgeous New York barbarism, not unlike the Neon advertising signs on Broadway. Two plain and a third with mixed colours make a good wristful.

If you have already amassed a clip and bracelets, the necklace is the next exciting purchase. A necklace is a challenge to you. You have to be somebody to carry it off. You have to hold your head up and wear it like a decoration. Go to Covent Garden on a gala night in London and see those long, thin Englishwomen in their dingy red plush boxes with all their jewels on deck. It comes over you that to be *distinguée* is all that really matters.

Pearls continue to be worn at whatever length is most becoming, either fairly short, with a clasp of diamonds, emeralds, or rubies, or lengthened with diamond sections that may be removed. And this combination of pearls and diamonds is very new and distinguished. In every case, the clasp must count. Those little pear-shaped ones are money thrown in the brook. In fact, clasps are so important that a great many women who can't afford pearls have clasps made to go with their artificial necklaces.

A RUBY YEAR

This is emphatically a ruby year. The jewellers have all made magnificent collections of this stone, and, suddenly, everywhere in the evening, we are all "seeing red." A bead necklace of rubies with diamonds, like the one shown on page 70, is, from the point of view of design and fashion, one of the smartest necklaces of the year. Those who are already launched in making collections of diamonds or emeralds, however, are going right on collecting them with the passion of true collectors. A long, all-diamond necklace is one of the most versatile pieces of jewellery because it goes with everything. Mauboussin has brought out the first modern diamond necklace that has been made with the diamonds cut round like beads. There are a great many magnificent carved emerald necklaces, also, and a great flurry in favour of magnificent diamond chains with pendants. Many of these pendants are made with extra pins, which may be screwed on the back to turn them into brooches.

Every time you tell yourself that earrings have gone out, you will run into some amazingly beautiful creature at some very smart ball wearing them so well that it upsets all your theories. The truth of it is that, when you have very beautiful ears and a long neck and an earring personality, which involves a slight gipsy strain in one's forbears, they are always good decorations.

Watches have changed very slightly. For sports, the smartest are those with gold or brown leather cords. They have a hard, mechanical swagger, fox-hunting look. For afternoon, the best continue to be set with diamonds, and they are either on the wrist on black cords, or the fob-type pendant on your bosom, or else some sort of amusing novelty like that of Lady Mendl's set in a tortoise-shell clip. Often, watches are hidden in unexpected places. You almost never see any but very small watches on amusing wrists in the evening, perhaps because at a really formal *soirée*, time is no consideration and its very presence there even encircled by diamonds is rather a bore.

ENGAGEMENT RINGS

The rings that flash across nine out of ten of the smartest backgammon-boards this year are square-cut stones of good size, emeralds, rubies, or sapphires, with diamond baguette settings, or large single pearls. A few of them have twin or triplet stones of different colours. There is, also, a very smart and more unusual band ring almost one-half inch wide that looks as if it went all the way around the finger, the design formed by contrast of colour and cut of stones. Diamonds are not as universal as they used to be for engagement rings—young men of Manhattan quite often give other stones. A year or so ago, every one made a rush for sapphires. Now, among the fiancées of the autumn, the honours include magnificent emeralds or rubies or pearls, as well, and these are very often not worn all the time, but replaced by day by a diamond guard. The gold wedding-ring is so rare as to be almost distinguished. A plain or plainly etched platinum band or a baguette or square-cut diamond circle goes better with the rest of one's jewellery, and a great many young married girls, without the slightest thought of Reno in their heads, are leaving off their wedding-rings entirely, because they think the hand looks smarter without this symbol of bondage. It is all a matter of taste.

One can't finish a jewellery article to-day without going ever so lightly into cigarette-cases and cigarette holders, for they set off the hands quite as well as the more academic jewellery. Suffice it to say, that if you are going in for a very good cigarette-case, those set with precious jewels are the loveliest, especially the plain platinum, set with rubies, and that, if you are going to permit yourself this extravagance, this is the moment not to be conservative. Go in for the most bizarre, the most amusing novelty of the year.

PROMENADE

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$10 is the price of this partition Bill-Tainer, in Ostrich Inlay. Most popular of billfolds, it ingeniously organizes all pocket miscellany. In several other leathers, $3.50 to $15.

CURVING the pockets of the Bill-Tainer shears away inches of leather, eliminates bulk, reduces weight. And at the same time, keeps the Bill-Tainer entirely practical. It has five pockets, surprising capacity . . . and a thinness, a smartness, altogether new and delightful.

Much of the charm of the new "cutaway" pockets is due, of course, to their trim, clean finish; their fine, hand-tooled edges.

Such refinement of design is possible only in the Bill-Tainer.

Where other billfolds are sewed together, the Bill-Tainer is folded. Folded so securely that the pockets can be cut away in a graceful curve without any necessity for reinforcing seams, or stitches, or ugly binding of any kind.

Since the Bill-Tainer has no threads to wear, no stitches to rip, it lasts as long as the leather. Should it give way at any point, it is replaced free.

Folding construction permits the Bill-Tainer to expand with its contents. Empty or full, it's always flat, shapely.

Several styles. Staple leathers and smart new ones. Priced from $2.50 to $15. At most dealers', or write Buxton, Inc., 417 Main Street, Springfield, Mass.

This new trade-mark identifies the genuine Buxton Bill-Tainer.

NOT A STITCH TO RIP OR TEAR

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THE NEW FUR COATS

Fur coats, slim and graceful in line... soft, rich pelts, cut and tailored with skill and experience... a large collection ranging from the inexpensive to the fabulous... exclusive models... fitted to your individuality.

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INC.

13 and 15 West 57th Street, New York

CALIFORNIA

(Continued from page 62)

process of thinking becomes lazy and careless. Sociologically, it is extremely interesting, for its difference from the rest of America lies much deeper, I think, than the carefree surface of life.

After a few months in this strange country, you come magically to slip into the native point of view. New York grows distant and hazy, and presently you come to think of it as a foreign country or, at most, the port from which one embarks for Europe. In the semitropical sunshine, its importance drops away and its foreignness increases. Everything in California is so different, and there is always the eternal sunshine which withers old worries and stifles potential new ones. One wakes in the morning filled only with a desire to be out-of-doors. The staunchest Babbitt suddenly betrays a liking for scarlet neckwear and no hat, and gayer spirits suddenly appear in berets and red silk shirts; and the odd thing is that none of your fellow citizens, no matter how American they may be, seem to resent the change or regard the gay clothing as ridiculous. In Hollywood, the process of change has come to have a name. It is called "going native," a phrase which in itself implies the foreignness of Southern California.

THE REIGN OF THE SUN

It is a bad country for the intellectual and a superb country for the athlete. That is the fault of the sun, for profound thinking belongs in countries of fog and rain, and physical animal beauty to countries of the sun. One has only to visit any public beach on the Southern California coast to notice the difference in physique between Californians and the inhabitants of the Atlantic coast. In California, a grotesque physical specimen is the exception. In the East, it is likely to be the rule. And the sun lures the Californian into an extremely un-American disregard for clothing. Young people drive about in motors, clad in the lightest of bathing-costumes, and no one objects. On the beach, the sun is worshipped and most of the body is frankly exposed in order to acquire a fine mahogany tint. One soon becomes aware of the Californian's lack of prudery and false modesty, a quality which extends even to policemen and officials. And love-making quite open and unashamed is in evidence in a degree which is Latin and not at all American. And everywhere, there is, too, an un-American gaiety, born, I think, largely of physical well-being.

Once, at a dinner, I expressed the opinion that in the end the perpetual sunshine might change the whole character of the Americans who chose to live in California. I suggested that these fortunate Americans might gradually acquire the qualities of gaiety and perhaps even the charm and the careless moral attitude which distinguishes the Mediterranean peoples. But the Californians present were still American enough to resent the suggestion, because it implied also that they might come to have an un-American dislike for hard work and that California labour would be less efficient than labour elsewhere in America.

Some one has described Los Angeles as six suburbs in search of a city, and I think no one will dispute the statement that, in its present stage, Los Angeles is a sprawling American boom city not yet quite organized and settled into a genuine city pattern. It is still in the hands of optimistic real-estate operators who have spread their city rather thinly over a too large territory. But, by the same token, it is in one sense the most modern of America's great cities. It has grown up since the advent of automobiles and is built for them. The roads and streets, save in the very heart of the city, are so wide that a motor travelling at twenty-five miles an hour gets underfoot. Distances are immense. One's office is twenty miles from home and one's golf course fifteen miles in another direction, but distance is, after all, measured by time, and fifteen miles in Los Angeles is less than two miles in Long Island City. Los Angeles, like most of Southern California, has accepted the airplane, and every one travels by plane.

One becomes aware gradually of a new people living in a new country who are building for the future, unhindered by any great conservatism. In Los Angeles exists, I think, perhaps the most beautiful shop in the world—a great branch department store known as Bullock's-Wilshire, which stands on the edge of the city a dozen stories higher than any other building. It is modern to the last detail. The exterior architecture was designed by John and Donald B. Parkinson; the interior by Eleanor Le Maire. It is built for the future. It is beautiful, and, oddly enough, no one finds its extremely advanced type of decoration and lighting either bizarre or startling. It is accepted as a creation for the future when the city will have grown up to it. It rates in beauty with the famous Hollywood Bowl, where the planting and orchestra stage are at once modern and Greek. Here, thousands of people may gather under the night-sky to listen to music and watch ballets, seated comfortably, smoking, at ease. And they may arrive and leave without traffic troubles because the place and the roads leading to and from it are built for the future. At times, one has a sense of living in a city of fifty years hence.

SPAIN IN CALIFORNIA

But, if the city itself is sprawling and American, it possesses five or six suburbs—Beverly Hills, Pasadena, Santa Monica, Westwood, Bel Aire, Palos Verdes, set in a glittering chain, which are, perhaps, the loveliest suburbs which exist, flower girded and exotic, with homes which fit into a landscape more Spanish than American. Indeed, to the first exploring Spaniards the first sight of Southern California must have been singularly sympathetic, for the landscape is for all the world like the flat valleys, plains, and mountains of Spain itself, lacking only one of the beauties of Spain—that curious violet evening light which one finds in Spanish pictures. The houses, white and grilled, lean against hillsides surrounded by camellia-trees (Continued on page 152)





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Dinners
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Parties *and*
Receptions

Damask from Dunfermline . . . china with a translucent glow born at Stoke-on-Trent . . . gleaming silver inspired by the brothers Adam . . . glass brought to life by the magic of Rene Lalique—and yet, one subtle dash of color, with rich promise of ambrosial taste, finally dedicates this harmonious ensemble to gay company and epicurean joy. Della Robbia Mints—fashioned in the continental manner in shapes of fruits and flowers, exquisitely hand-tinted in pastel shades—bring a radiant modern touch to the perfectly-appointed table. Rich, creamy deliciousness, soothed by coolness from tenderly tended English mint beds, is imprisoned in their polychrome beauty. They promise much to delight the taste and more than fulfill their promise. Everywhere in America, these distinctive Norris creations have become the latest inspiration for discerning hostesses who find in them a warm note of exotic color—a cherished new motif for their table decorations . . . Because of the welcome they are receiving, and the time required for delicate hand-tinting, your favorite shop may not yet be supplied. In that event—you may order direct.

NORRIS
ATLANTA





C A L I F O R N I A

(Continued from page 150)

and hedges of geraniums. To the younger architects of Southern California must go a colossal credit for understanding the close affinity between the Californian landscape and the white-walled red-roofed Basque and Spanish houses. There are spots like Bel Aire and Montecito which seem a glorified Spain, where knowledge and taste have improved an architecture born in Spain. In Palos Verdes, with its self-contained life of sport and sunshine, one has the impression of entering a Paradise designed by the Spanish for the anointed of Heaven.

The population is the most colourful and strange which exists in America. It is composed of native Californians, Filipinos, Chinese, Japanese, Indians, and Mexicans, with a rich mixture from Iowa, Kansas, and Nebraska and other Mississippi states. Watching them, one feels that here, more than anywhere else in America, the individual is all-important. Character is allowed to run rampant. One sees Japanese families, grandfather and grandchildren working side by side in fields of flowers. Chinese and Filipinos pad about to wait on you. Even the emigrant native Americans have turned colourful. I have seen hard-boiled surveyors at work enjoying the sun in a nakedness that extended to the waist, and I have seen them working in silk jerseys of brilliant red and yellow and blue. The "drive-in" market, one of the most characteristic of California sights, is as colourful as any market in Italy. Fruits and flowers piled high are sold by men wearing smocks of bright coloured linen. The smock habit in California is the property, not of the "arty" element, but of the butcher, the baker, the candlestick maker. You can buy your chops from a butcher dressed in peacock-blue. American citizens in this country appear to enjoy cultivating a difference in personality rather than the universal likeness which is the aim elsewhere among our self-conscious citizenry.

UN-AMERICAN MANNERS

And there is a universal cheeriness and politeness that is Mediterranean. Thus far, it has been unaccompanied by any sleight-of-hand performances in the art of making change, but that too may come with long exposure to the sun. No tradesman ever seems to be in bad humour. Most of the policemen seem good-natured. Once, we were pursued by a traffic cop whose only purpose, it developed, was to present one of the women in the party with a singularly fine red rose. He did it with an elegant gesture, and, with memories of Broadway and Forty-second Street in mind, it required an hour or two to recover from the shock. One finds that sort of thing confusing when it happens within the borders of these staid United States.

Even the hard-bitten emigrants from the Middle West undergo a curious change. Their brand of religion appears to grow less Puritan and more exotic. Southern California has become the refuge of hundreds of thousands of people following fantastic beliefs. Los Angeles has temples and shrines to a score of strange faiths, some pagan and some fantastic variations of the Christian faith. The radio hums with the shoutings of local prophets. It is the stamping-ground of Aimee Semple McPherson, one of the most colourful figures in American life. On the streets, one encounters old men with long hair and long beards, and women in Greek robes. It is mad, but amusing, and possesses a gaiety all its own.

Hollywood, you may say, is responsible, but that is not true. The phenomenon known as Hollywood represents only a minute and uncharacteristic part of Californian life. True, it gives a colour of its own to the city of Los Angeles, but it is at the same time a world singularly isolated from the rest of California life. There are plenty of Los Angeles citizens who regard it as a kind of leper colony. It is a colony inhabited by actors, writers, picture directors, musicians, and whatnot, who are, by nature, a little mad, but the sun and the country make them even madder than they are by nature. Hollywood, it occurs to me, is not slightly mad because it is Hollywood, but because it happens to be in Southern California.

Socially, Hollywood exists in a kind of isolation for which I think both the picture colony and the upper stretches of Los Angeles society are equally responsible. Each in a way has a chip on its shoulder, and few of either colony mingle with the other. Los Angeles itself has always been a little alarmed by Hollywood, ever since the days when the word Hollywood meant "orgies," and to-day, although it is aware that orgies are a thing of the past and that Hollywood is now filled with all sorts of writers, singers, actors, directors, and composers of international fame and distinction, it is still fearful. In one of its most beautiful suburbs exists the largest menagerie of social lions in the world, but Los Angeles takes small advantage of it. Lion-hunting does not seem to be one of the California sports. On the other hand, there exists within the vast menagerie a conviction that their own society is the best and the most amusing to be found and that most "private people" are bores. A few Los Angeles people are as much at home in the picture world as in their own, and a few actors and writers cross the frontier into Pasadena and the Midwick Club, but the exchange is insignificant. Numbers of talented people arrive weekly, spend months in Hollywood and Beverly Hills, and leave without ever having visited the city of Los Angeles save on the way to the train.

MENUS, TOO, GO NATIVE

Even the menus in restaurants have a different look in California, and one senses an independence in the matter of dishes and the order in which they are served. In some hotels, one is expected to begin a meal with a salad which is partly a fruit cocktail. There are native dishes which trace their ancestry back to the Spanish or exist because their main ingredient is a local product. There are local delicacies peculiar (Continued on page 154)



THEY ESTABLISHED STIRRUP-CUP ...AND COOLER SMOKE

These care-free, charming people . . . always has it been their lot to discover each new enjoyment of their generation. And so they discovered Spud's cooler smoke. Their pleasure-trained senses found that cooler smoke revolutionized tobacco enjoyment . . . that it lifted old-fashioned restraint from modern tobacco appetites . . . keeping mouths and throats forever moist-cool and comfortable. Thus, they pioneered in Spud's cooler smoke, and established this generation's delightful new freedom in old-fashioned tobacco enjoyment. At better stands, 20 for 20c. The Axton-Fisher Tobacco Company, Inc., Louisville, Kentucky.

MENTHOL-COOLED **SPUD** CIGARETTES



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No. 310 All Celanese washable satin is the material used in this uniform. Black, Grey, Green, Blue, Wine or Orchid with flock dot Ecru Net detachable Collar and Cuffs. Price $16.50

No. 71 Apron to match. Price $1.95.

A CHARMING NEW MODEL

This uniform in black or color will soon be seen in many homes. Correct for evening or formal wear and delightfully chic. It is one of many new models designed for the smart home. Dix-Make Uniforms are on sale at leading department stores priced from $3.00 to $18.50. Write Dept. V-11 for booklet "New Styles in Maids' Attire".

HENRY A. DIX & SONS CORP.
141 Madison Avenue New York

CALIFORNIA

(Continued from page 152)

to the country, like Catalina sand-dabs and edible barracuda, calavos (those super-alligator-pears), and artichokes.

As a transient living in hotels, one soon becomes aware of an almost harem-like separation of the sexes. In no other country in the world, save, perhaps, in the Turkey of yesterday, do women seem thrown so much into one another's company. Luncheons with both men and women appear not to exist, and, in their place, one sees, at any hotel, any day, great luncheon parties of women—as many as eighty or a hundred women in one party, come together to play bridge or go to the pictures. One gets the impression that all social life is female and in the hands of females. It may be that this particular social manifestation is a relic of pioneer days, rather than the result of the climate, for it seems confined largely to middle-aged and elderly women.

There are, of course, in Southern California, as elsewhere, stratum upon stratum of social life, and it is obvious that here, as well as elsewhere, there is a small circle where manners are more or less international; but one does not describe the society of Deauville as characteristic of the French people. The manners and customs of Southern California's "highest" society are not typical of Southern California.

PROS AND CONS

Most travellers whom I have encountered within the borders of Southern California either like it or dislike it with a curious intensity. Numbers of them return again and again, and numbers remain to join the increasing emigrant population. With most, the country seems either wholly delightful or dully unbearable. I have heard of people who come to hate its sunshine and others who hail its climate as the most beautiful in the world. All the inhabitants are convinced that their country is an earthly Paradise, and the resentment which a Californian displays at any criticism of his state is a matter of commonplace fact and material for jest.

It is not, I think, quite a perfect Paradise, for Paradise surely must have running brooks and great trees and green hillsides, and Southern California is without these. The beds of streams are dry, and the only great trees, except in the high mountains, are the imported eucalypti; except in spring, there is no green where there is no irrigation. The hills turn beige and dove colour and have a monotonous beauty of their own, but sometimes one thirsts for the green of Long Island or the Middle West.

In beauty and in climate, Southern California has a dozen towns on the ocean which are what the Riviera is advertised and never really is—towns like Laguna, Santa Monica, and Montecito, which are jungles of flowers and which for architectural beauty put the commonplace gaudy villas of the Riviera to shame. One is seduced and won by them until restlessness sets in and one begins to feel that it is time to return to America. There is no denying the monotony of a country which has no spring and no autumn, but only a rain season. It is only the desert which is aware of spring, and there, with the rains, appear acres of flowers blooming with an extravagance not to be found elsewhere in the world save in Java and Ceylon. A sight of this extravagant splendour is worth a journey across the continent. But elsewhere, flowers do not die and then are born again. They simply go on and on.

LAND OF EXAGGERATION

It is extravagance and exaggeration, I think, which give California its sense of foreignness. The colours are brighter, the weather is finer, the people are more cheerful and polite; individuality is cultivated to the border of eccentricity; odd religions flourish. Everybody seems cheery. There seems to be no real poverty, and there is much sitting in the sun. Advertising exists on a fantastic scale. Picture openings are each one like Armistice night in Paris. Advertising is fantastic. The grocer and soda jerker are dressed in comic-opera costumes. And the radio programs, which are an excellent gauge of character in any community, are fantastic and, between speeches on real estate, are punctuated by the mystic utterances of oracles and soothsayers. Anything can be bought for a dollar down—from a perambulator to a palace.

Across the border in Mexico lies all the modern splendour of Agua Caliente, the Monte Carlo (and better) of the western hemisphere, with its gambling, saloons, violet-lighted swimming pools, race-tracks, and armies of gardeners dressed as a gigantic opera chorus. It is all gay, rich, and beautiful, and above all else extravagant—a wild, gay place for a holiday, as foreign as Italy or Morocco and infinitely more luxurious than either. I should like to visit it again and again, for it is among the places in the world which seem to me to have decided character. While in California, I found my mind subconsciously turning to thoughts of passports and visas, until I pulled myself up and said, "After all, this is my country. I need no visa." Nevertheless, I do not feel that I am again in America until the train has entered New Mexico and life at once becomes real and earnest and material.

In writing this article, I discovered a strange difficulty. No matter how much I have tried, whatever I have to say takes on rather the tone of an article written for some travel magazine upon the people and customs of a different and alien country. I can not quite think of it as part of the United States. Climate, after all, has moulded history and the character of whole peoples long before now, and I doubt whether even the sturdy emigrants from the Bible Belt will in the end be able to cope with it. "Going native" is a phrase accepted in California because it means something.

France



MEMORIES of France are yours for life... nobody can understand the middle ages, the Twentieth Century or the everlasting dauntlessness of our grand old human race who hasn't seen the Cathedrals at Chartres, Rheims and Strassbourg » » » Roman France with its Temple of Diana and Palace of the Popes » » » The valley of the Loire with its time-mellowed chateaux » » » Brittany's forests where the Druids pursued their weird rites and where many relics may be seen to this day » » » Normandy with its blue-green meadows where Harold's warriors fled before the onslaught of William the Conqueror » » » The sunshine of Nice and Cannes with tennis, golf and polo ... or winter sports in the mountains of the Jura, the Vosges, the Massif Central, the Alps and the Pyrenees » » » Paris for early spring with the tender green buds making an emerald mist of the spreading Bois de Boulogne... the Louvre with its artistic treasures of the earth and shrine of the Arts for all time ...the Arc de Triomphe with that simple slab over the unknown soldier with its tongue of flame that shall burn forever.

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GEO. H. WHEARY, foremost inventor of modernized luggage, has designed Wardrolette to give wardrobe trunk convenience in a case of Pullman length. Three complete men's suits, or from 12 to 20 dresses, are carried on hangers in a special garment tray, which actually grants 34" of hanging length, tho' case is but 30" long. Cushioned Top holds garments wrinkle-free. Ample space for shoes, linen, etc. In Fabrikoids, and finest leathers from $20 to $125. Wardrolette is but one of many Wheary Modernized Luggage Inventions. Before you buy any luggage see them at leading shops and stores.

AN INTERESTING BOOKLET describing Wheary Modernized Luggage sent on request by

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295 Fifth Ave., New York, N.Y.

AGUA CALIENTE

(Continued from page 64)

basketry. There are fat street vendors stolidly whisking flies away from their Mexican-cactus, candy-like Hindoo punka walls, with red and white paper pompons. Tia Juana is at last behind you. Then come fields of dry corn-husks destined for tamales, and corrals of peacefully reclining cattle. Peon poverty. Miserable hovels in decay. Squalor. Finally, a long, clean mile of desert, mirages of the mesa, and then the campanile of Agua Caliente.

The golf-links lie at the right—a green mantle flung over parched hills and cared for at eventide by whirling sprays of the fairway. Turning, you pass down an avenue of pepper-trees and palms, bright with cosmos, flame coloured cannas, purple brushwood, yellow marigolds, gladioli, acacias.

Suddenly, you come on a dazzling, dream-like city in miniature. Perhaps it's a mirage. The entrance to the hotel is as informal as that of a private residence, and the lobby, or *vestíbulo*, is warm and intimate with its tapestries and rich drapery contrasting against plain Spanish walls and echoing the colour of the decorated ceiling. The *vestíbulo* opens onto the patio—a vast patio, carpeted with flawless lawn, bordered on the cloistered side by privet and on its inner divisions by rose geraniums and lavender, rose, and white petunias. There are tall royal palms, date-palms, cottonwoods, and pampas, silken and feathery—tropical birds jabber on their tree perches, with their own attentive Mexican valet.

PEACE—OR EXCITEMENT

Peace, quiet, anodyne—at the heart of the famous gaming resort, Agua Caliente! How did it happen? Because contrast is one of Caliente's many charms. Just around the corner is all the stimulation you want—perhaps more—, the Casino, with gambling, the activities of golf-links, tennis-courts, the plunge. But here in the cloistered patio is peace. There is peace in the soothing chimes of the campanile bells, an echo of the old world, of Spain and its cathedrals. There is anodyne in the soft Mexican names, slurred and rhythmical,—Agua Caliente, *galería, vestíbulo, avenida, escalera, campanile.*

So, there are anodyne for heart and mind, and cure for physical ills at the luxurious new spa. Help for high blood pressure, help for low blood pressure. For the abstemious and anemic, a quickened circulation; for the overindulged, a beneficial slacking of over-active appetites. Caliente is reminiscent of Pompeii, with its frigidaria, tepidaria, and caldaria. There are, of course, Turkish baths, which are a throwback to the temescals of the early Indians.

At the spa, hot sulphur-water runs from the faucet, and there is every possible modern apparatus for artificial sunlight, violet ray, and baking—a godsend for sufferers from arthritis. The gymnasium has multiple devices for exercise—a huge ship helm affording a nautical air and a stationary bicycle arrangement, with a large dial ticking off the distance, and an electric horse for reducing. I almost forgot the tonic baths—for the thin, better than the Turkish. There are ovens, filament lined, where your head is packed in cold towels and you are considerately given ice-water, not for your comfort, but to make you hotter. Then the needle spray, followed by icy cold water.

Everywhere at Caliente, one finds tile—square miles of tile, walls of tile, floors of tile, doorways and windows arched in blue and yellow and green tile. In the floors, very highly waxed, rich Spanish hangings and tapestries are reflected underfoot. In the exotic black tile of the bathrooms are reflected modern nickel and porcelain, the vivid colours of soft floor rugs.

At the new Golf Club, tile has been used lavishly also. The club is presided over by the well-known champion of the professional world, Leo Diegel. He considers that the Caliente course stands second only to two in the whole world, and he expects a big field out for the twenty-five-thousand-dollar open golf tournament in January, when most of the great golfers are coming.

In addition to the main golf-links, there are the "Pitch and Putt" links nearer the hotel and the superb tennis-courts. For further sport, there are the track for the whippet races and, at some little distance, Caliente's big new unit, the Jockey Club. Tile has been used abundantly there, too, in the grandstand, together with stone carvings. Caliente's racing year opens in November; between seasons, it rests in deserted elegance. On the blackboards are old chalkings of the records of last year, set by Sonomè Rose, Coat o' Mail, Saint Tonga Turk. The winner of the racing, last season, was Victorian, from Warm Stables, owned by Arnold Hanger, of New York. In winning the hundred-thousand-dollar Caliente purse, Mr. Hanger won one of the largest purses of racing history.

OTHER DIVERSIONS

There is an embarrassment of diversions at Caliente. There is even that of slumming in the border town of Tia Juana, garish and tawdry, but interesting for that very reason. The Tia Juana gaming-tables are shabby, overworked. The croupiers are inconsistently venerable looking in their alpaca coats, like staid heads of families, employed by old firms. Around the roulette tables, dice games, or Black Jack are a few "characters," so-called. One, a thin, ministerial-looking man, down at the heel, unshaven, with long sensitive hands, was surely meant for something better. There is a flashily dressed American merchant with the heavy, contented females of his family, pince-nez with thin gold chain over fat ear, fat, satisfied hands, lavender shirt, purple socks, purple tie—and purple nose. Pockmarked Oriental faces, immobile, taking it as it comes, win now, lose now. Around the table edge are seen freckled hands, large knuckles, brown ranch hands, fat sensuous ones. One hears the slow click of the wheel of chance, and, above it, the quick, feverish tick of the telegraph bringing in race-track returns. There, too, are public dance-halls, hilariously enjoyed.

Then, there is the queer little town itself. A few of the Mexican-Indians achieve picturesqueness of a sort. There is the (Continued on page 158)

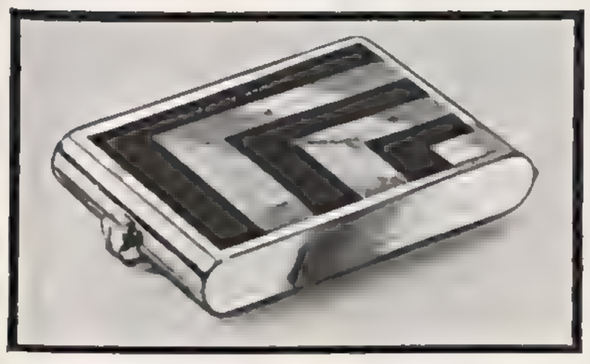
Helena Rubinstein sets the fashion in Vanities for 1931...

There *is* no gift "problem" once you see the captivating compacts which Helena Rubinstein has just created . . . .

All that constitutes the ideal remembrance and the perfect accessory, are harmonized in these exquisite pieces of Cosmetic Jewelry—*DISTINCTION . . . UTILITY . . . BEAUTY!*

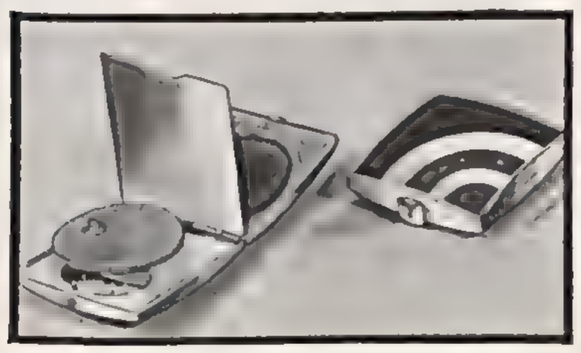
Here are gifts worthy the giver—gifts which flatter the recipient's taste as well as her complexion! Helena Rubinstein's genius for becoming colors is given full expression in these enchanting powders, rouges and lipsticks. And she has designed for them cases so chic they are fashion prophecies — the perfect accent to the modish costume!

Give these gifts of beauty created by the world's leading beauty authority to make loveliness twice lovely!



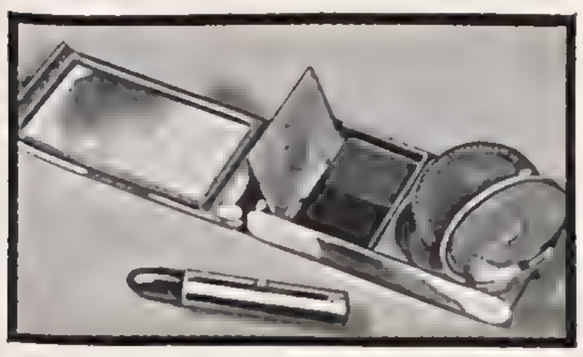
1931 Double Compact

Unusually chic is this square black and gold striped vanity, containing compact rouge and compact powder in the fashionable and inimitable Helena Rubinstein tones and quality. An accessory which adapts itself smartly to all costumes. 2.50



The New Enchanté Vanities

Striking examples of modern design, in black, silver and vermilion, containing loose powder and compact or cream rouge. The leak-proof powder compartment holds a generous quantity of powder in Natural and Rachel. Rouge in Red Geranium or Red Raspberry. 3.00



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Chic Red Geranium, exotic Red Raspberry and conservative Natural (an exquisite shell pink tone). Three gleaming, lasting nail enamels. 1.00 each (with remover 1.75)

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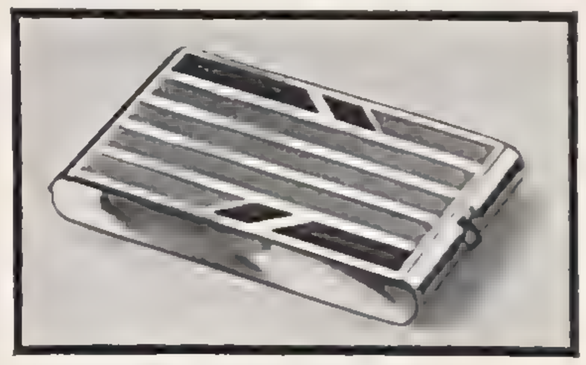
This tiny square modernistic vanity holds a generous quantity of powder or rouge in the inimitable Helena Rubinstein quality and tones. 1.25





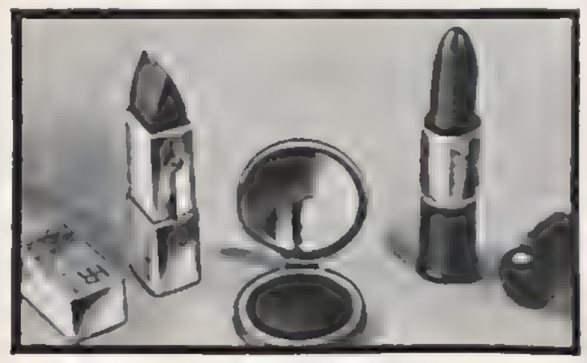
1931 Loose Powder—Lipstick Vanity

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1931 Triple Vanity

Compelling charm and astonishing value await you in this modish engine turned vanity in 24 karat striped gold finish with touches of vermilion and black. Holds compact powder and rouge. And there's a lipstick hidden in the hinge! An irresistible piece of cosmetic jewelry. 3.50



The New Red-Tangerine Lipstick

The lipstick of youth. Indelible! Brilliant! Water Lily, 1.25. Enchanté, 3.50

The New Red-Tangerine Rouge

This clear tone brings vivid beauty to the face. (Creme only.) 1.00 to 5.00

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Not to peel or discolor
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AGUA CALIENTE

(Continued from page 156)

Tia Juana Fort, sham and artificial looking, not half so real as a movie set. It is turreted, with apertures meant for shooting. An important, sturdy little Mexican soldier parades up and down with the greatest seriousness.

Back at Agua Caliente for lunch, a foreign atmosphere still envelops you. The Casino patio, partially sun-lighted, partially awninged, is saturated with the feel of Mexico. Mexican xylophone players on the sunny *galería* alternate with the noonday troupe of guitar players. There is Mexican glassware on the jade-green patio tables, in amber and shell-pink. Siphons of soda are of green and blue glass. The tables are banked with flowers—button chrysanthemums, salmon and white, autumn-toned dahlias, and pastel sweet-peas. Mexican waiters pass with iced tomato-juice, a good morning-after antiacid! Little Mexican cigarette girls are followed by the admiring eye of American connoisseurs. Everywhere one hears the soft-spoken Mexican language.

In the same building is the famous Casino. The cheerful clink of inexhaustible money—money on the quick turnover—defies all rumours of business depression. Its steady clink is uninterrupted, except for a moment between dawn and day. Every hand, every pocket jingles with silver. The green baize tables are piled high with American silver cartwheels. It is a golden room stacked with silver and hung with cloth of gold. The glittering crystal chandeliers and gold hangings are reflected glamorously in the long mirrors behind the buffet. Roulette, Chemin de Fer, Chuck-a-Luck or Bird Cages, dice—anything you fancy. The air is touched, but not heavy, with perfume, liquor, smoke. Continuous drinking, yet paradoxically, continuous sobriety. Will Rogers, describing it, said "—but till you've seen Agua Caliente, Mexico, you have just grown up in ignorance. A beautiful spot and the most sober and orderly crowd. Why, you wouldn't hardly believe they were Americans!"

Scattered among the men at the tables are many smart women, fingers and wrists heavily diamonded, nails ornately polished. Women seem to prefer Black Jack. They think it gives them a better run for their money. At slack times, when people are dressing for dinner, one or two women may be seen at the empty tables having the croupier spin the wheel for them alone. Women like to bet against themselves.

Many types are to be seen. Those who take life resignedly by the hand. Those who have learned to savour each year as it slips through their reluctant fingers, who eat their grapes from the top of the bunch downward, as old Samuel Butler recommended. Youth is there, too. One young girl watching with excited eyes her mother's luck, chants her own pet abracadabra as she throws. One lad, the American prototype of the Eton product, stands soberly at the gaming-tables. Youth and innocence at the heart of sophistication are not such an infrequent combination, but always the more poignant.

Eighty per cent of the croupiers at Caliente are Mexican—by law. The rest are American boys, some graduates of Yale, Princeton, Dartmouth, seeing a bit of life. One comes from the State College, San Diego, working as croupier over the week-end. Many are recruited from Dallas, Oregon, the home town of the manager.

At Caliente, there seems to be no preoccupation with systems, although the frequent and large winnings of some may be attributable to Hiram Maxim's Ladder System. There are only one or two seen punching and pricking little cards, trying to check up on averages. There are no habitués, as on the Riviera—not even the old frumps. You do not find the solitary vamp operating at the roulette tables—that seductive Mediterranean type, languorous, amber-haired, with topaz eyes. Caliente has no graveyard, as has one Riviera resort, where bankrupt suicides are discreetly interred.

There is a holiday air about the gambling at Caliente. Nothing is taken very seriously, not even losses. If losses are heavy, it is because heavy losses can be sustained. No one is allowed to lose indiscriminately on a big scale. Checks are not cashed ad infinitum. The limit varies in different cases. Throughout the room is a carefree light-heartedness, quite unlike anything sensed in French gaming-houses.

The Frenchman is no longer the croupier of the world's gaming. American wealth has begun deserting his table for its own unmatched Caliente. ELEANOR MINTURN JAMES

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MIDWAY between Thanksgiving and Christmas, this year, comes Golden Rule Week, observed from December seventh to the fourteenth, which takes the place of Golden Rule Sunday in order to include all sects, ages, and classes of life. At this time, every one is asked to make a gift—the difference in cost between a usually bountiful dinner and the frugal Golden Rule meal. The movement was begun as an attempt to care for the orphaned children of Bible lands, but now includes the needy of all other countries. Last year, it gave invaluable aid in the feeding of children in Porto Rico, where undernourishment made education a discouraging problem. Money contributed during International Golden Rule Week may be designated for any organization, charity, or work in which the donor may be interested, with the assurance that there will be no deduction for expenses. Contributions may be sent to the Golden Rule Foundation, 60 East Forty-Second Street, New York City



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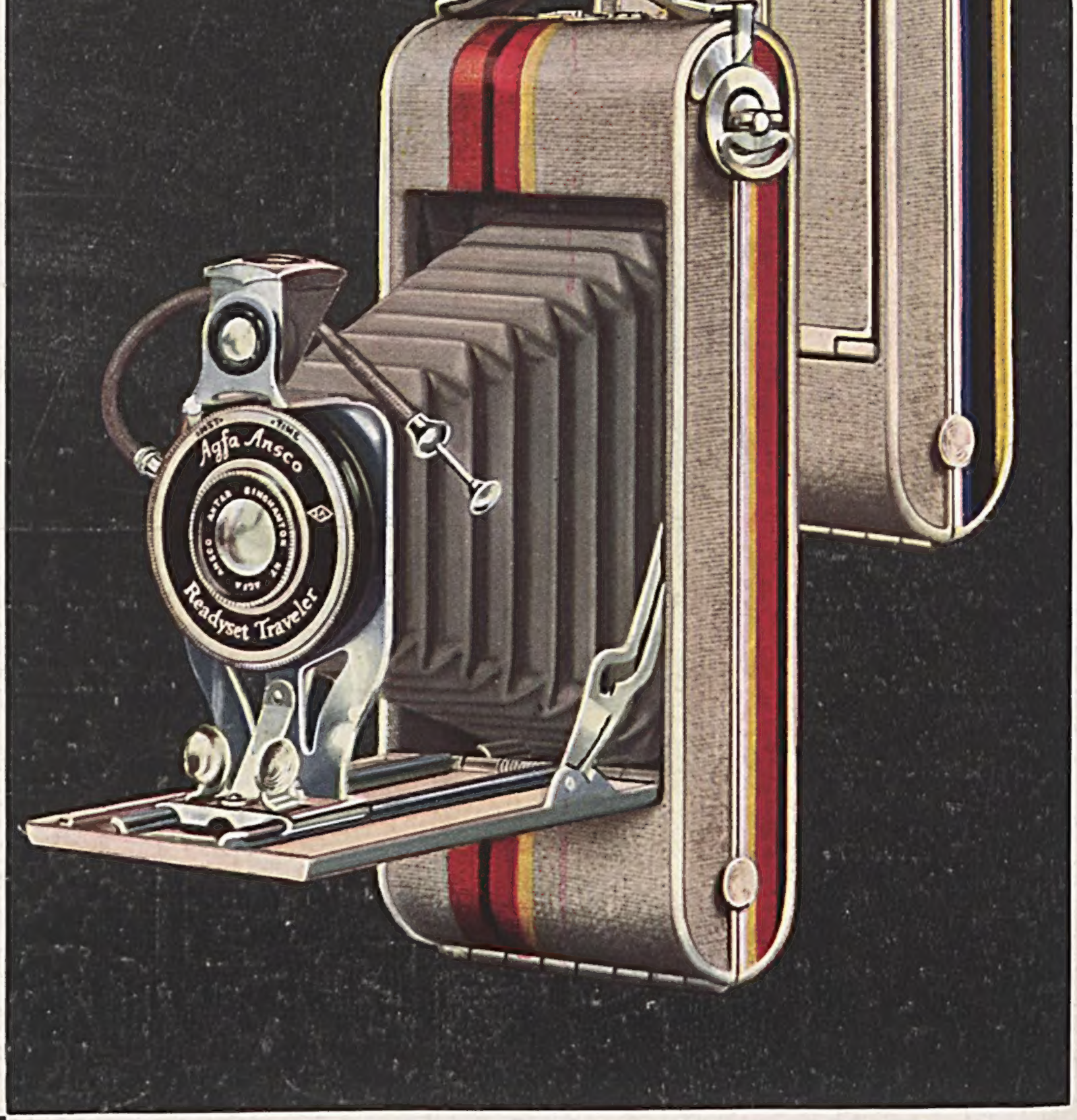
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